

# Air Conditioning & Refrigeration News

The Newspaper of the Industry

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## Jobber Meeting Offers Forum on Trade Problems

Half-Day Sessions Are Planned For Annual Conclave In Chicago

CHICAGO—Beginning with the pre-convention board of directors meeting on Sunday, Jan. 14, members of the National Refrigeration Supply Jobbers Association will put in four days of convention sessions at which they will debate trade problems and put their association affairs in order for the coming year.

Business sessions of the convention will discuss "down to earth" problems in the trade, in a program worked out by A. H. Holcombe, Jr., of Philadelphia. Others on the program committee are W. Schroeder, Pacific Metals Co., Ltd., San Francisco; J. D. Ross, Railway & Engineering Specialties, Ltd., Montreal, Canada; H. S. McCloud, Pittsburgh; H. W. Small, St. Paul; and Leo H. Gorton, Tulsa, Okla.

First business session for all members will be at 2 p.m. Monday afternoon, Jan. 15, and will be opened with the president's address by Leo H. Gorton. Next the jobbers will hear from a manufacturer, William C. Allen of the Modern Equipment Corp., who will describe the "Eco-

(Concluded on Page 16, Column 1)

## Jewett Cools Base For Bottle Storage

BUFFALO—Four sections of cooling, including a new type of beverage cooling section known as the "Bevwell," distinguishes the new one-model Jewett refrigerator line for 1940.

The "Bevwell" is a refrigerated section just off the floor level, which is formed by the extension of the refrigerator's door right down to the floor level. The compartment is large enough to hold club soda bottles.

A 2-cu. ft. compartment at the top of the refrigerator, with a door that swings up, is designated as the "moist storage" or "vegetable storage" compartment. The bottom of this compartment is the top of the cold storage compartment, cooling being achieved by conduction. Temperatures kept here are 4 to 6° higher than in the main compartment.

The 1-cu. ft. cold storage compartment has a cold plate which main-

(Concluded on Page 15, Column 2)

## Birds Eye Foods With Byrd In Antarctic

NEW YORK CITY—When Admiral Richard Byrd dines amid the snowdrifts of Little America, he'll eat food processed at Antarctic temperatures but kept at mid-summer freshness and flavor through quick freezing. One of his two vessels, the Bear, has been equipped with special low-temperature equipment, and a wide variety of Birds Eye vegetables, fruits, poultry, and meats will be carried on the expedition.

The 50-below-zero temperatures of the Antarctic, in fact, led to the development of quick freezing . . . for it was in such a winter that Clarence Birdseye first got the inspiration for his quick-freezing process, when he saw Eskimos preserving fish by exposing them to sub-zero temperatures, and packing them in ice until ready for use.

## 'Air-Conditioned' Soap All Washed Up; FTC In Lather Over Ads

NEW YORK CITY—Shower sopranos and bathtub baritones may have to forego an "air-conditioned" cleansing by a toilet soap designated variously as "air conditioning the human body" and as "air-conditioning soap." The Federal Trade Commission has issued a complaint against Air Conditioning Textiles, Inc., New York City, manufacturer and seller of toilet preparations, charging misrepresentation.

In advertisements and by means of circulars and other printed matter, the respondent corporation allegedly represents that its products "definitely reduce body temperature," "reduce humidity by evaporation," and "eliminate perspiration objections."

Use of the term "air conditioning" in describing the respondent's soap product, says the FTC, has the tendency to mislead purchasers into the mistaken belief that to some extent the principle of air conditioning has in some manner been incorporated into the soap and that it possesses properties contributing to human comfort not possessed by ordinary soaps.

## Mr. Claus Goes To Milwaukee—With a Bag of Appliances

MILWAUKEE—Christmas business for 1939 was reported by local electrical appliance distributors to be considerably ahead of the same period the year previous.

E. H. Schaefer Co., General Electric distributor, reported sales totaling \$1,525,488 for the first 11 months of this year, compared with \$1,002,478 in the same 1938 period, an increase of 51%. Refrigerator sales showed a 71% increase.

Radio Specialty Co. reported sales running 35% ahead of 1938 during the first 11 months of this year. Improved business for 1939 as compared with the previous year was also reported by officials of Morley-Murphy Co., Westinghouse Electric Supply Co., Shadbolt & Boyd Co., and Greusel Distributing Corp.

## Lewis, Egan Step Up To New Positions



HOWARD A. LEWIS

DETROIT—Howard A. Lewis has been elected a vice president of Nash-Kelvinator Corp. He has been treasurer of the organization for the past 10 years, serving first with Kelvinator and continuing in that position after the Nash-Kelvinator consolidation three years ago.

Coincident with Mr. Lewis' election as vice president, G. V. Egan, assistant treasurer for Kelvinator and Nash-Kelvinator for the past 12 years, was advanced to the position of treasurer.

Both men are widely known in financial circles in the automotive and household appliance industries.

## Buffalo Utility To Quit Sales Field

BUFFALO—Easing out of the appliance merchandising field, Buffalo, Niagara Electric Corp. is leasing its four branch stores to independent operators, and beginning Jan. 1 the utility will restrict the sale of appliances to its main office in the Electric building here.

Two of the branch stores will be taken over by Harold Rance and William Hensel, former district super-

(Concluded on Page 4, Column 2)

## Electrical & Sheet Metal Suppliers Indicted Under Sherman Act

### Electrical Wholesalers Fix Prices, Charges Federal Grand Jury

DETROIT—A special federal grand jury investigating alleged monopoly in the building industry last week returned indictments against 13 corporations and 19 individuals on charges of conspiracy to fix the prices of electrical supplies in violation of the Sherman anti-trust act.

Included in the indictment were General Electric Supply Corp., Westinghouse Electric Supply Corp., and Graybar Electric Co., the three largest corporations in the United States engaged in the distribution and sale of electrical supplies.

The national supply companies were indicted in connection with the alleged acts of local representatives. Ten Detroit wholesale concerns also were named in the indictment. Individuals named included local representatives and offices of the companies involved, and others.

The indictment charged that threats were used in an effort to prevent manufacturers and jobbers from charging less for electrical products than was charged by the

(Concluded on Page 15, Column 3)

## New Dayton Model Has 'Speed Freezer'

BUFFALO—Celebrating its seventy-fifth year as a refrigerator manufacturer, Heinz & Munschauer has introduced a complete new line of 1940 Diamond Jubilee models of the Dayton electric refrigerator.

This line offers a wide range of prices and sizes, with two units of 4-cu. ft. capacity, two of 5 cu. ft., four of 6 cu. ft., two of 8 cu. ft., and one 10-cu. ft. unit. Supplementing this line are compact 3-cu. ft. units for apartment house installation and also commercial models.

Leading feature of the household units is the "Speed Freezer" evapo-

(Concluded on Page 4, Column 1)

## 'Hi-Yo, Silver' (Also Gold) . . . It's Air Conditioned



Out Oklahoma way the folks make pokers of those more sedate officials who observe innovations by driving gold spikes and breaking champagne bottles. At the Oklahoma National Bank in Oklahoma City, local businessmen-boosters don cowboy attire

and do honor to the first year-around air-conditioning installation in the district. Morgan Ferrill, president of the local Round Up Club, does business from the saddle and finds that even his horse likes controlled atmosphere. According to J. C. Campbell,

president, "the value of keeping the bank free of dust alone is worth the cost of the system." Equipment for this job, including a 20-hp. compressor, an evaporative condenser, and a gas furnace, was sold by McEldowney & Son, G-E distributor.

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1939

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## Louisiana Sheet Metal Group Controls Bids, Alleges Govt.

NEW ORLEANS—Two indictments charging violation of the Sherman anti-trust act, one in connection with sheet metal and air-conditioning work and the other in connection with bids on electrical work, have been returned by a federal grand jury here.

First indictment names the Sheet Metal Association, a Louisiana corporation organized in 1931, and the other charges 26 firms and individuals with "dominating the commercial electrical business in New Orleans."

The Sheet Metal Association was charged with the establishment of a clearing house on bids covering the fabrication and erection of sheet metal, roofing, insulation, waterproofing, and air-conditioning work. Bond was set at \$1,000.

The association, it is charged, has attempted to suppress and eliminate competition among its members in bidding on various jobs in the city. It is specifically charged with adding to all bids a percentage for maintenance of the association ranging from 3 to 15%, and of encouraging the practice of permitting the lowest bidder to withdraw at bid openings.

Before bids were placed with general contractors, the government alleges, the members met at association headquarters and discussed quantities to be included within the job, and if the lowest bid was arrived at, the association sent it.

(Concluded on Page 2, Column 3)

## G-E Distributors

### See '40 Lines

BRIDGEPORT, Conn.—General Electric appliance distributors, their sales managers, and factory field managers, product specialists, and headquarters representatives pre-viewed the company's product lines for 1940 and advertising and merchandising plans at a three-day meeting early this month in the new institute building here.

In addition to signalizing the opening of the new institute, focal center of the company's appliance activities, the event also marked the bringing together for the first time of engineering, sales, and promotional presentations on all products in a single, unified program.

The preview officially introduced to the distributing organization H.

(Concluded on Page 16, Column 1)

## Fumes From Furs Foil Fire Fighters; Four Firms Face Suit

JAMAICA, Long Island, N. Y.—A lawsuit for damages, brought by five New York City fire department members against the Carrier Corp., Quinn Engineering Co., Kinetic Chemicals Co., and J. De Leo & Co., for alleged injuries sustained during a fire on Aug. 3, 1936 in the establishment of J. De Leo & Co., furriers, will be heard in the state court here Jan. 2.

During the fire, a number of firemen were overcome by smoke. An officer of the firm discovered the fire in the fur vault when he opened the vault on a Monday morning. The vault had been closed since Saturday.

The vault was about 30 feet long by 10 feet wide by 10 feet high. The Quinn Engineering Co. had installed a Carrier air-conditioning unit with a 3/4-hp. motor in the vault. This unit was said by its installers to

(Concluded on Page 2, Column 5)

## N. Carolina Group Approves National Association Move

CHARLOTTE, N. C.—Participation of the North Carolina Air Conditioning Association in the first convention of the National Air Conditioning Association has been assured by Jesse W. Page, Jr. of Page-Williamson, Inc., president of the state association.

"I have endeavored in every way possible to get full cooperation on the part of the North Carolina contractors with the development of the new air-conditioning association," Mr. Page said, "and many of them have signified their wholehearted support of such an association."

"I am making hotel reservations for the full period of the Second Annual Refrigeration & Air Conditioning Exhibition, and fully intend to take advantage of the meeting of the Temporary National Council and the meeting of the national association for the purpose of gaining much valuable information from the outstanding air-conditioning contractors who no doubt will be present."

Mr. Page reports that the new state law in North Carolina providing for the examining and licensing of air-conditioning contractors becomes effective Jan. 1, 1940, and the state board has recently held a second examination in Winston-Salem, N. C.

Air-conditioning contractors now licensed to operate in North Carolina include:

Air Conditioning Corp., Greensboro; Atlantic Coal Co., Greensboro; Bagwell Plumbing & Heating Co., Durham; A. E. Bailey, Roanoke, Va.; Brown Plumbing & Heating Co., Burlington; W. A. Brown & Son, Salisbury; Carolina Air Conditioning Corp., Winston-Salem; Carolina Sales Corp., Greenville; F. T. Daddario, Hickory; James E. Frank, Norfolk, Va.; The Frick Co., Waynesboro, Pa.

J. W. Hollis, Laurinburg; Nicholson, Inc., Durham; Oertel's, Inc., Greensboro; Page-Williamson, Inc., Charlotte; Piedmont Engineering Co., Charlotte; A. Z. Price Co., Charlotte; W. H. Sullivan Co., Greensboro; K. E. Stahl Mfg. Co., Raleigh; York Ice Machinery Co., Atlanta, Ga.; and York Ice Machinery Co., Charlotte.

## Anaconda Copper Refrigeration Tubes

Dependable!



THE AMERICAN BRASS CO.  
FRENCH SMALL TUBE BRANCH  
General Office, Waterbury, Conn.

300,000,000 lbs.

MUST be right

At the least, Ansul estimates, 300 million pounds of liquefied sulphur dioxide have been shipped and used for refrigeration purposes in the last 20 years. What better recommendation could anyone write for the best refrigerant for household units yet developed?

**ANSUL SULPHUR DIOXIDE**  
EACH CYLINDER INDIVIDUALLY ANALYZED

ANSUL CHEMICAL COMPANY, MARINETTE, WIS.

THE JOBBER WHO WORKS FOR ANSUL, WORKS FOR YOU

## Air Conditioning Dealers Plan Cooperative Program

### Charter Members of New Association To Meet In Chicago, Jan. 16, 1940

By John H. Keller, Temporary Chairman,  
National Air Conditioning Association

Since the first meeting of air-conditioning dealers, distributors, and contractors held during the First All-Industry Refrigeration and Air Conditioning Exhibition in Chicago last January there has been an opportunity for widespread discussion of the need for a national association and its potential value to the industry.

A Temporary National Council, made up of industry leaders from various parts of the country has been functioning during the past year. An exchange of ideas between these men and the local councils they represent has helped to clarify the objectives of the association.

It is planned that the National Air Conditioning Association shall be placed on a permanent basis during the Second All-Industry Refrigeration and Air Conditioning Exhibition to be held in Chicago, Jan. 15-18, 1940. A meeting of Charter Members on the morning of Jan. 16 will be called for the purpose of setting up by-laws for the new association and to lay plans for a program of activities for the coming year.

In the afternoon of the same day the need for a cooperative market development program will be presented at an open meeting to which everyone is invited. Such a program of education and sales promotion, if sponsored by the association, should receive the support of manufacturers, utilities, and others interested in the air-conditioning business.

A national association is recognized as a sound, effective method of promoting the welfare of an industry. Let us consider some of the practical benefits which may result from the formation of the National Air Conditioning Association.

A strong national association will

be in a position to take an important part in the development of state, local, and national codes which are being formulated in many parts of the country. Widely different in character and scope, these local codes, ordinances, and licensing provisions need standardization before they will be acceptable to the industry at large. By working out the details of these codes on a national scale the industry may be able to protect itself from unwise and ill-considered legislation.

Many engineers throughout the air-conditioning industry have expressed the idea that better design standards are essential to progress in the field. Application engineering for unitary equipment might be simplified to facilitate merchandising through specialty salesmen. Efforts which have been made by several local groups toward this end might well be adapted as part of a national program.

High mortality among distributors and dealers engaged in air conditioning has been one of the problems faced by manufacturers. A careful study of this situation indicates that the national association might well give consideration to the question of guarantees, both in equipment and in points of performance, which, when met, result in a loss. By the limiting of guarantees to a reasonable standard, one local association has made considerable progress along these lines, to the benefit of all concerned.

It should be possible for the national association to improve relations with consulting engineers, architects, and others engaged in the design of air-conditioning systems. Present difficulties, which are the result of misunderstandings that occur

during the early development of the industry, may be corrected.

Development of unitary air-conditioning equipment has given the utilities a new interest in air conditioning. It should be possible for the national association to remove any obstacles which still stand in the way of better utility cooperation in many cities.

An important function of the new association will be to assist local councils in the development of effective organizations. Several local councils have operated with excellent success. Their methods and technique can be made available on a national scale.

Clarification of the term "air conditioning" has been advanced as a worthy objective of the national association. Efforts in this direction would tend to remove confusion in the public mind and give the buyer a better understanding of what the industry has to offer.

Manufacturers supplying equipment to the air-conditioning field depend upon distributors, dealers, and contractors for business. Cooperation of the manufacturers should be invited by the new association, that all interests may work toward a common end—a sound, profitable industry.

The Temporary National Council invites you to attend the National Convention in Chicago, on Jan. 16, 1940. The support given will be indicative of your interest in the progress of the industry, and will have the effect of impressing other organizations interested in air conditioning. Charter Members present at the first national meeting will be in a position to lay the foundation for an enduring and worthwhile organization.

### Ford Housing To Have G-E Winter Systems

DEARBORN, Mich.—Eighty terrace homes now being constructed as part of the Ford Foundation development of apartments, terrace homes, individual dwellings, and shopping units, will be heated with General Electric gas-fired winter air conditioners.

Installation of the 80 heating units is being made by the E. Z. Automatic Heat Co. of Detroit, G-E dealer. Majority of the units will produce a maximum of 60,000 B.t.u.

The present program of the Ford Foundation calls for 123 apartments and 53 individual homes, in addition to the terrace homes.

### O'Donnell Handles Crosley

SYRACUSE, N. Y.—E. M. O'Donnell has been appointed Crosley distributor in the Syracuse territory to succeed Central New York Appliance Co., which has withdrawn from the appliance business.

**WE'VE NEW AMMUNITION IN OUR ARSENAL—OUR FINGERS ARE ON THE TRIGGER, AND WE'LL SHOOT THE WORKS AT THE SHOW**

VISIT PEERLESS BOOTH NOS. 123, 124, 125 AT THE SECOND ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXHIBITION

Stevens Hotel, Chicago, Jan. 15 thru '18

**PEERLESS OF AMERICA, INC.**

MIDWEST FACTORY, GENERAL OFFICES—515 W. 35TH STREET, CHICAGO  
NEW YORK FACTORY PACIFIC COAST FACTORY SOUTHWEST FACTORY EXPORT DIVISION  
33-20 34TH STREET 3000 SOUTH MAIN ST. 2218 N. HARWOOD ST. P. O. BOX 636  
LONG ISLAND CITY LOS ANGELES, CALIF. DALLAS, TEXAS DETROIT, MICH.

## Cooney Is Elected Head of Western N. Y. Council

BUFFALO—Edwin R. Cooney of Cooney Refrigeration Co. was elected president of the Air Conditioning Council of Western New York at the annual meeting in the University club Dec. 18. The meeting was held jointly with the Buffalo Chapter of the American Society of Heating & Ventilating Engineers and took the form of a Christmas party.

Other new officers elected at the board of directors' meeting were Richard H. Mollenberg of Mollenberg Betz Machine Co., vice president, and Lars Hedstrom of General Air Conditioning Co., treasurer. Walter P. Davis was re-appointed executive secretary.

At the general meeting earlier in the evening, the following new directors were elected to serve two-year terms: Roswell W. Farnham of Buffalo Forge Co.; H. L. Householder of Householder Heating Corp.; Arnold R. Kamman of A. R. Kamman Co.; Mr. Cooney, Mr. Mollenberg, and Mr. Hedstrom.

The following holdover directors comprise the rest of the board for the coming year: Joseph Collins of Frontier Engineering Corp.; Harold C. Day of American Radiator & Standard Sanitary Corp.; De Witt L. King of Niagara Blower Co.; A. G. MacDiarmid, American Lubricants Co.; W. A. Meiter, Worthington Pump & Machinery Corp.; H. D. Rice, New York Fire Insurance Rating Organization; and Sherman W. Strauss of Trane Co.

The new officers will be installed at the next meeting of the council Jan. 30 in the University club. At that meeting, Joseph Davis, retiring president, will turn over his gavel to Mr. Cooney.

The treasurer's report was read and accepted and the council was found to be in excellent financial condition. The rest of the evening was devoted to informal fellowship, with bowling, cards, and other entertainment on the program. Fifty-five prizes, including five turkeys, were distributed to those attending. Approximately 85 members of both organizations were at the meeting.

Secretary Davis reported at the meeting that about twice as much tonnage in air-conditioning equipment was sold in 1939 as in 1938, mostly in large installations.

### N. Y. Firemen Sue Over Fur Vault Blaze

(Concluded from Page 1, Column 5) contain 3 pounds of "Freon-12." It is thought that the fire was started by a stalled motor.

After the fire was discovered, the vault door was closed and a call put in for the fire department, which was answered by the hook and ladder company No. 24. When the firemen arrived they rushed into the vault and some of them were overcome by the smoke.

The plaintiffs in the case seek to show that it was negligence on the part of the defendants in connection with the installation that caused them to be overcome and are suing for damages as the result of alleged physical injuries.

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## Dept. Store Salesman Lands Prize In Water Heater Contest—Gives Method

NEW YORK CITY—A department store appliance salesman broke into the winners' circle in Modern Kitchen Bureau's essay contest for water heater salesmen for the first time when Ira Sanders of Frank's department store, Fort Wayne, Ind., captured second prize in the third quarterly contest this year.

First prize went to Henry H. Orr, Jr., Duke Power Co., Greenville, S. C.; Frances L. Duffy, Public Service Co. of Northern Illinois, won third prize; and Harriet Wallace, Idaho Power Co., Russell W. Halligan, Boston Edison Co., and H. E. Reed, F. L. Dallenbach, and John Boyd, all of Idaho Power Co., each finished in a five-way tie for fourth prize.

Cleanliness, safety, and economy figure prominently in Mr. Sanders' water heater selling formula. Here is an outline of the methods he uses:

"I point out that with an electric water heater there is no work, no worry, no open flames, no running up and down stairs, nothing to remember nothing to forget. Drapes and fixtures stay clean much longer. Accurate thermostats keep water at exactly the right temperature.

### ECONOMY SELLS

"There are hundreds of people in Fort Wayne now paying less than they formerly did with other types of water heaters. To prove this point, I show prospective water heater buyers the power bills of people before installing an electric water heater, and the power bill after the heater has been installed. Such proof has made many sales for me.

"In determining the size of heater a customer should buy, I allow 10 gallons for each bedroom, 10 gallons for each bath, and 10 gallons for laundry. If the customer has a maid, an extra 10 gallons is added to the size of the tank. This plan has been followed in the sale of over 700 electric heaters.

"In locating the heater in the home, I try to put it as near the kitchen sink as possible. The reason for this is that short draws of hot water are usually made in the kitchen, and the shorter the distance from heater to sink, the smaller is the amount of hot water that cools off in the pipe.

## Philadelphia Taxes Incomes; Labor Brands Law 'Unfair'

PHILADELPHIA—A city income tax of 1½% on wages and salaries of every person whose income is earned within the city limits was enacted by the city council here recently. The new income levy, passed to eliminate the threat of a municipal sales tax, is expected to yield between \$17,000,000 and \$18,000,000 annually, and applies to all wages earned after Jan. 1, 1940, and to profits earned by unincorporated businesses and professions in 1939.

A 2% sales tax which the city enacted in 1938 was dropped as a result of vigorous protest, led by the city's merchants. There had been recent consideration given to revival of the sales tax levy to meet the city's revenue needs, but the income tax levy was finally agreed upon as the preferable means of meeting the situation.

Principal opposition to the new income tax law came from organized labor, which was considering a three-way attack on the new law. Labor leaders were said to be preparing a legal test of pay-envelope deduction by employers, as provided in the tax measure; a demand for wage increases to compensate for the tax payments; and possibly a one-day tax protest "holiday."

## Haberman Organizes New Appliance Company

STEVENS POINT, Wis.—Don G. Haberman, formerly with the Miller-Schein Co. here for the past two and one-half years, has organized the North Side Appliance Co. with a line of gas and electrical appliances. Lappin Electric Co., Milwaukee distributor, has named the new firm representative for the Farnsworth radio line.

## Ranges Top Refrigerators In Knoxville Sales

KNOXVILLE, Tenn.—Electric range sales by dealers here topped refrigerator sales during November by a count of 106 to 78. Average sales price was \$175 for refrigerators, however, against \$158 for ranges. Water heater sales totaled 22, with an average price of \$103, washing machines 262, with a \$78 average, ironers 10, averaging \$81, and vacuum cleaners 104, with a \$67 average.

### UTILITY HELPS

"When a customer decides on a certain heater, I do not have the disagreeable task of telling him that it will cost so much extra for wiring and so much for plumbing. Our light companies arrange for the complete installation, and hire a plumber and electrician. We deliver the merchandise and set it where it is supposed to be located.

"We give a one-year guarantee and free service on heaters. Customers may pay for them on the budget plan. We finance our own contracts and payments are made at the store. Our carrying charge for budget plan is 5% per annum. Electric water heaters are sold on a plan as low as \$1 down and \$1 per week, making it possible for anyone to have real hot water service."

### H. Burns Made G-E Dealer

JACKSONVILLE, Fla.—Haydon Burns, Inc. has been appointed a General Electric all-appliance dealer here. A permanent "kitchen of tomorrow" display is a feature of the dealership's downtown headquarters.

## S-W To Supply 1,380 Refrigerators For FHA

CHICAGO—A contract to supply 1,380 household refrigerators for installation in the Federal Housing project at Memphis, Tenn., has been awarded to Stewart-Warner Corp. Bids were evaluated on a basis of base unit cost, plus guaranteed maximum operating costs over a 10-year period.

### South Bend Electric Co. Adds Two New Dealers

SOUTH BEND, Ind.—New dealers recently added by South Bend Electric Co., General Electric distributor here, include O.K. Electric Co., Benton Harbor, Mich.; and W. Buck & Son, Berrien Springs, Mich.

R. E. Elliott will join the distributorship Jan. 1 as appliance representative in southern Michigan and part of northern Indiana, company officials announced.

### Borstein Opens Gift Shop

CAMDEN, N. J.—Borstein Electric Co. has opened a gift shop in a section of its store on Broadway at Mickle St. following removal of the wholesale department to the firm's warehouse building at Fifth and Pine Sts.

## \$50 License Fee Levied On All Instalment Selling In Denver

DENVER—Latest tax blow affecting electrical appliance dealers here is a \$50 license fee, established Dec. 12 by municipal ordinance, assessable against all firms selling on the instalment plan, as well as against loan and finance companies. The city anticipates \$60,000 a year revenue from the measure.

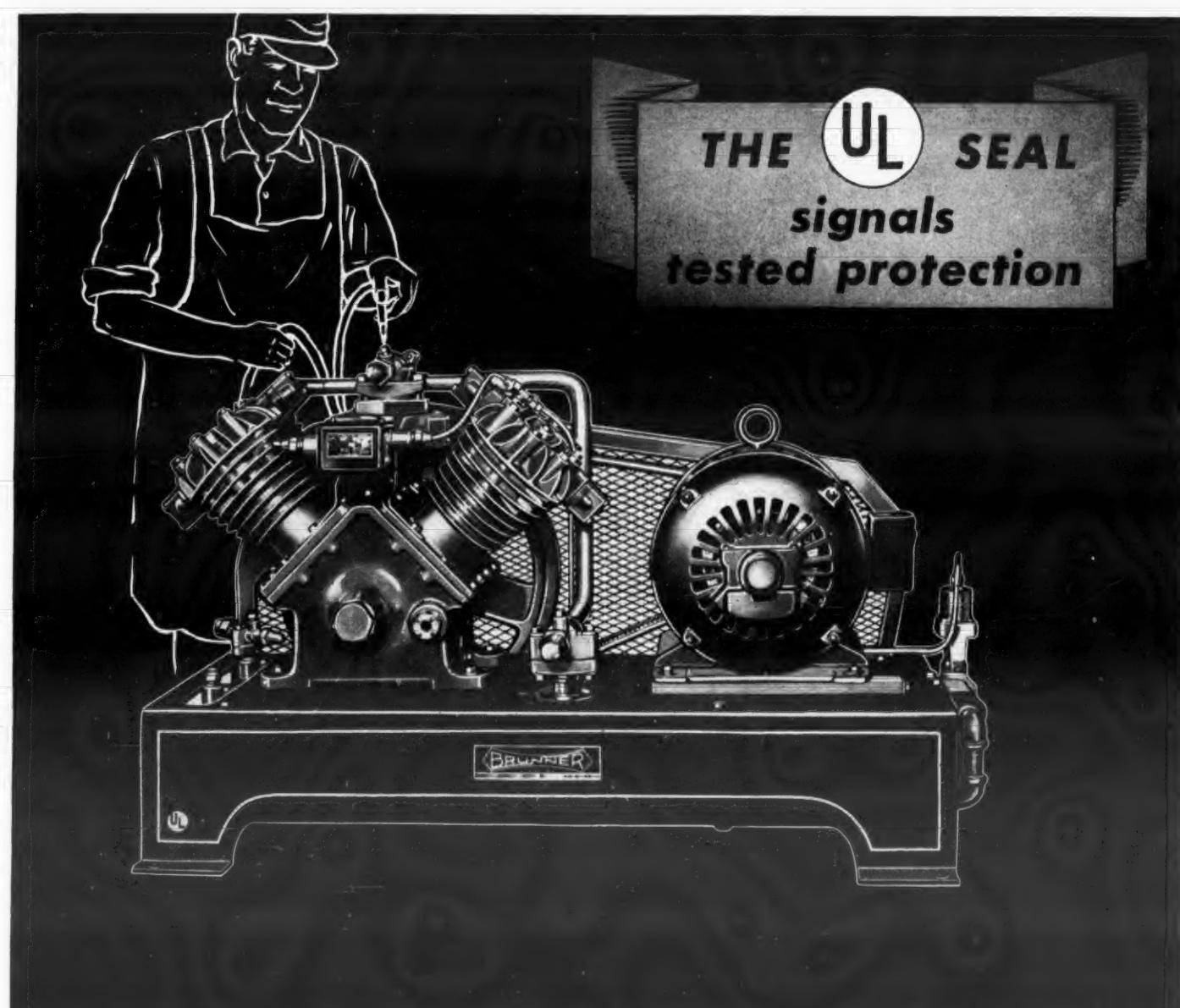
Instalment-sales merchants protested the tax in a petition signed by 3,500 persons, and suggested as an alternate an occupational tax of \$5 to \$10 a year on all merchants, but the city council rejected it. Instalment interests are investigating grounds to challenge it.

The instalment selling license fee is one of four measures resorted to in an effort to deal with a financial problem created by a Supreme Court decision converting all liquor license fees to old-age pension.

## Hotpoint Electric Home Opened In Jacksonville

JACKSONVILLE, Fla.—Jacksonville's Hotpoint all-electric home recently was opened for inspection in Norshore, a recently developed north side residential section. Pierce-Wall Furniture Co., Hotpoint dealer, furnished all electrical equipment.

## Visit the Brunner Exhibit, Spaces 145-146 . . . Refrigeration and Air Conditioning Exhibition . . . Stevens Hotel, Chicago . . . January 15th-18th



Every Brunner Unit is tested for Underwriters' Laboratories Approval and Carries the U. L. Seal

Just as no Brunner Condensing Unit ever leaves the factory until it passes trial-run tests for performance, so no Brunner unit is ready for shipment until it passes the rigid Underwriters' Laboratories test for safe-proof construction throughout. Subjected to vacuum and to gas pressure tests far in excess of normal conditions, every connection, every detail is tested by an expert. It is on his okay that the UL seal is applied. Besides assuring more dependable and more economical

service, the UL test protects the buyer of Brunner equipment against increased insurance rates; protects him, too, under the re-examination service . . . It is pre-shipment precautions like this that contribute much to the Brunner reputation for year-in, year-out dependability . . . Better get acquainted with Brunner today! Refrigerating and air conditioning equipment up to 15 tons of refrigeration. Catalog promptly on request. Brunner Manufacturing Company, Utica, N. Y., U. S. A.

**The Symbol of BRUNNER Dependability**

## Add New Features To Dayton Line

(Concluded from Page 1, Column 4) tor, incorporating a large frozen food compartment with an individual door to conserve the low temperatures maintained. Ice cube trays are placed directly on the freezing surface. Mechanical cube release is provided.

Located beneath the Speed Freezer so as to derive full advantage of its cooling effect is the new dual-position porcelain "Meat Keeper." This tray, designed to slide in and out easily on rounded runners, may also be used for storage of extra ice cubes.

Dual-position shelf supports and lift-out shelf sections make for extreme flexibility in interior arrangement. All shelves are closely ribbed to minimize the tipping of narrow containers.

Bottom shelf is one piece of heavy plate glass which allows full vision into the two porcelain crispers which fit closely to this shelf to preserve the moisture and freshness of their contents. These crispers slide back and forth on matched runners.

In the lower section of the refrigerator is located a new full-depth, drawer-type, non-refrigerated dry storage compartment.

### Michiana Servicemen Name 1940 Officers

SOUTH BEND, Ind.—The Michiana Refrigeration Service Engineers Society renamed Joseph A. Pechi president of the organization including service engineers from here and nearby Indiana and Michigan cities.

Other officers named were: first vice president, Joseph E. Woveris; second vice president, E. E. Hatfield; secretary, Leo E. McKee; treasurer, E. E. Ullery; and sergeant-at-arms, H. F. Bryan.

A night school educational committee consisting of Mr. Woveris, Glenn Gushwa, and Mr. Pechi was named.

A tube-bending contest, with the winners to go to the Service Engineers' Society national convention in Chicago, will be held Jan. 8.

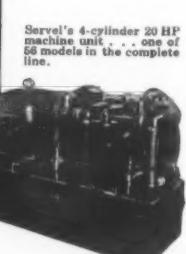
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**BETTER  
SERVICE**  
EXTRA DRY  
ESOTOOL  
V-METH-L  
METHYLENE  
CHLORIDE

VIRGINIA SMELTING CO.  
WEST NORFOLK, VA.

SEE US AT CHICAGO  
STEVENS HOTEL—JAN. 15-18  
BOOTH 108  
2nd Annual All-Industry Show

## SERVEL COMMERCIAL REFRIGERATING MACHINES

Whether your requirements are large or small, standard or special, Servel engineers can help you solve your most vexing problems of commercial refrigeration or air conditioning. Write today to Servel, Inc., Electric Refrigeration and Air Conditioning Division, Evansville, Ind.



You Are Invited  
to visit the Alco Exhibit and to  
see the New Alco Products  
Booths Nos. 113-114  
at the All-Industry Show  
Chicago, January 15-18



ENGINEERED REFRIGERANT CONTROLS FOR HIGHEST EVAPORATOR EFFICIENCY

## Eastern Utility To End Active Selling

(Concluded from Page 1, Column 3) visors of the company, Harold Smith, manager of the utility's retail appliance sales, said, and negotiations for leasing the other two stores are now under way.

Stores operated by the Niagara Hudson system in Niagara Falls and other western New York cities probably will be continued, but the company indicated its plans were indefinite in this respect.

Home service department of the utility, which employs a large staff of women demonstrators in the lamp division, will be curtailed at the first of the year, it was announced, but the department will be continued on a very restricted basis.

Reorganization of the utility's retail appliance sales set-up is its second curtailment of selling activities in recent years. Small appliance promotion was discontinued some time ago, after complaints by independent retailers that the utility was selling them more on a load-building basis than as profit-making merchandise.

Discontinuance of its branch stores, the company announced, is another move in the direction of eventually retiring completely from retail appliance distribution. Effective Jan. 1, the utility will sell only electric ranges, electric heaters, and lamps in its main office store, and will maintain no outside selling organization.

The utility feels that the time has now come when appliance retailers themselves can carry on the business successfully, a representative explained.

Main-office displays, he continued, will be directed more at creating sales for dealers than for the utility itself, and customers coming in to pay their electric bills will be encouraged to make appliance purchases from their neighborhood dealers.

### Mr. & Mrs. Kellogg Leave Crosley Posts

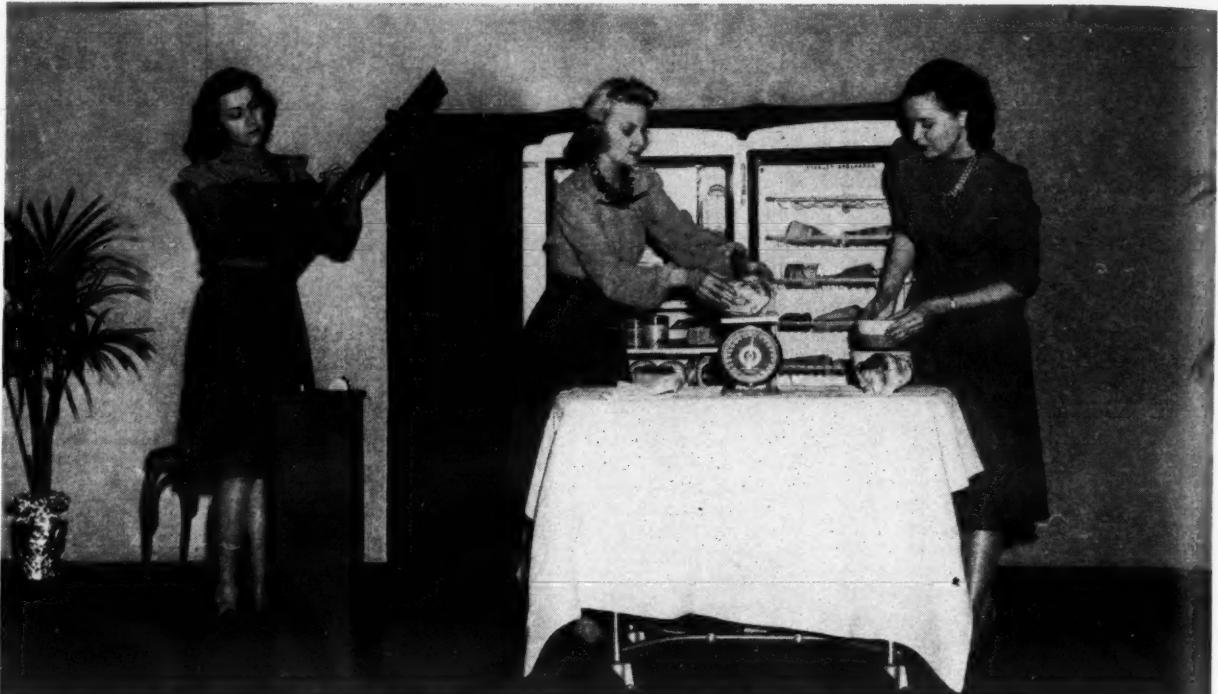
CINCINNATI—Leonard A. Kellogg, vice president of Crosley Distributing Corp., and Mrs. Louise K. Kellogg, secretary and assistant treasurer of Crosley Corp., have resigned their respective positions as of Jan. 1.

Mrs. Kellogg had been with the company for 21 years and Mr. Kellogg for 17 years.

Both will leave for an extended vacation in the South after the first of the year, probably winding up the trip in New Orleans during the Mardi Gras season.

Mr. Kellogg stated that for some time he had been interested in some of the activities of James L. Woods, manufacturer's representative in New Orleans. The two men started with the Crosley organization on the same day, and have been close friends ever since.

## Beauties Dish Up New Product Data For the Dealer During Showing of New Crosley Models



Nothing like some nice-looking girls and a fast moving show to hold dealers' attention during the showing of new models, reasoned C. S. Tay, manager, and Charles M. Holloway, sales manager, of the Crosley Distributing Corp. So as shown above the girls put on the show (in this picture apparently showing the amount of food that can be placed in one of the Salvador models) and the dealers did the looking.

## These Are 'School Days' For Appliance Field Men In the Westinghouse Organization



"Back to school" went these eight northwestern district representatives for Westinghouse when they attended the recent annual merchandising school of the Westinghouse Electric & Mfg. Co. held this month in Mansfield. Left to right are J. S. Fly and H. H. Stratton of Wesco, Minneapolis and St. Paul; S. H. Stevenson, Chicago; H. A. Burke and W. H. Bremer, Milwaukee; and A. M. Ryser, Jess Kaiser, and E. H. Hurst of Wesco, Milwaukee.

### Servel 1939 Profit Nearly 3 Million

EVANSVILLE, Ind.—Servel, Inc. reports a net profit of \$2,926,265 for the fiscal year ended Oct. 31, after depreciation, interest, federal income taxes, and other charges. This compares with a net profit of \$1,572,469 for the fiscal year ended Oct. 31, 1938.

Net profit for the fourth quarter was \$570,138, equal to 32 cents a common share, as compared with \$340,850, or 17 cents a share in the same quarter of the preceding fiscal year.

### Mr. Veal Proves That Selling Is His 'Meat'

MEMPHIS, Tenn.—W. B. Veal, salesman for Wallace Johnston Co. here, was among the 30 men awarded a "Distinguished Sales Award" for 1939 by the Sales Managers club of Memphis chamber of commerce. More than 500 other salesmen from various Memphis industries took part in the competition.

Mr. Veal was honored, the awards committee said, because "he sold enough electric washing machines this year to wash 50,000 towels a day."

### DeRamus Joins Staff of Steel City Appliance

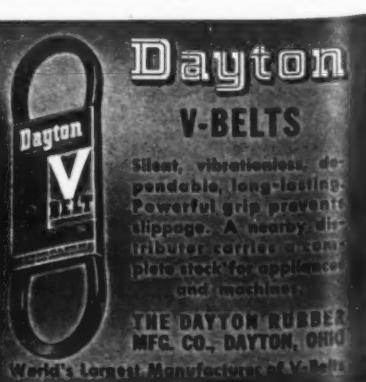
BIRMINGHAM, Ala.—Barney DeRamus, for a number of years residential sales manager for Birmingham Electric Co., recently became associated with Bob Hall at Steel City Appliance Co., Crosley distributor in Birmingham and the state of Alabama.

D. S. Richard, formerly dealer sales manager of the utility, has taken over Mr. DeRamus' duties at Birmingham Electric.

## CLEANLINESS

You get it with WOLVERINE

WOLVERINE TUBE CO., DETROIT



## Sink Is Key To All-Electric Kitchen Sales, Says Star Salesman

GREER, S. C.—So the market for electric sinks is limited to families with above-the-average incomes? If you consider an average of less than \$35 a week to be in this class, you're right—for O. T. Lawing, superintendent of the commission of public works in this typical Southern textile town, has sold 15 electric sinks this year to such families. Seven of the sales were made in eight consecutive days.

It was the "seven for eight" record that aroused the interest of R. E. Browne, of the Perry Browne G-E distributorship in Columbia, S. C. None other of his dealers had anyway near such a mark; and Greer was a town of but 2,419 people.

### COMMONPLACE CUSTOMERS

From his orders, Mr. Browne looked up the occupations of the electric sink owners in Greer. One was a truck driver, another a barber; others were a beautician, a pharmacist, a saleslady in a department store, a lumber dealer, a bookkeeper, a cotton gin operator.

So Mr. Browne decided to find out just how Mr. Lawing did it. Here, in essence, is the answer he got:

Greer has a relatively high saturation on the older major appliances, and the commission of public works, which sells electric power to the town, decided to capitalize on electric sinks for persons who already owned other equipment. First two sales during the eight-day period in question were made to families building new homes—the second builder buying an entire electric kitchen.

Third electric sink also was part of a complete electric kitchen layout; and the next two went to young married families who were building new homes. Both homes were estimated as below the \$3,500 bracket.

Next sale was to a customer whom Mr. Lawing considers as

### 'Vogue' Model Added To Hotpoint Heater Line

CHICAGO—Distinctive addition to Hotpoint's line of electric water heaters for 1940 is the Vogue heater, an all-white unit with black base available in 30, 40, and 50-gallon sizes, either single or twin unit types.

Models in the company's line range in size from the 1 and 2-gallon Vouette plug-in units to the large 140-gallon size for commercial use. Both Monel and galvanized tank types are included in the line, models in which are adaptable for installation in either kitchen or basement.

Another new model in the Hotpoint 1940 water heater line is a table-top unit designed for installation in all-electric kitchens. This model is without a backsplash, so that it may be installed wherever necessary in the kitchen, without marring the wall lines in case base cabinets or other equipment placed next to it do not have backsplashes.

The new table-top heater is 36 inches high, with overall depth of 22% inches and width of 20% inches. Flange table-top cover is 1% inches deep. The heater is all white except for a black base trim, which guards against scuffing. Base is recessed for working comfort, and the heater, a single unit model with galvanized tank, has a nominal capacity of 30 gallons.



O. T. Lawing (left), record-breaking appliance salesman from Greer, S. C., is shown some of the fine points in the use of the General Electric dishwasher by Charles Enderle, G-E sink specialist.

## 1940 Electrolux Models Have 'Dry-Moist' Cold

EVANSVILLE, Ind.—A three-position sliding shelf, flexible interior arrangement, and "dry-moist" cold feature the four top models of Servel's Electrolux gas refrigerator line for 1940. Deluxe models have capacities of 5, 6, 8, and 11 cu. ft.

As its designation indicates, the three-position shelf can be raised, lowered, or left in its normal position. It can be raised or lowered with a simple twist of the wrist, it is claimed, even when it is loaded with as much as 30 lbs. of food.

Adding to the flexibility provided by this feature, it is claimed, is the storage arrangement variation possible with the two deep-tray vegetable crispers and the shallow meat storage tray. The crispers can be stacked one on another, exchanged with the meat storage tray, or removed entirely, it is said.

The "moist-dry" cold feature is achieved in several ways, it is claimed. In the vegetable crispers, moisture falls from the underside of the glass covers on the fruits and vegetables. Dry or moist meat storage is possible, it is said, by changing the position of the cover on the shallow tray, thereby controlling the circulation of the air. Extra-dry cold for ice cubes and desserts is provided in the ice cube compartment.

The company also has on the market for 1940 four other models with capacities of 4, 5, 6, and 8-cu. ft. storage area.

## Gifford Named To Manage Schick Shaver Sales

NEW YORK CITY—Kenneth C. Gifford has been appointed general sales manager of Schick Dry Shaver, Inc., effective Jan. 1, 1940, to replace Stanley Nowak, whose resignation becomes effective Dec. 15.

To take this new post, Mr. Gifford will leave his present position as general sales manager of the Toastmaster products division of McGraw Electric Co., a job he has held since 1932. He has been associated with the McGraw Electric organization since 1927.

### Survey of Cooperative Shows Heavy Appliance Purchases

PIQUA, Ohio—One family in every six along the lines of the Pioneer Rural Electric Cooperative now owns an electric refrigerator, results of a survey made recently show. The survey covers ownership to July 1, 1939. During the 12 months preceding the survey date, members of the cooperative spent \$150,000 for appliances, it was reported.

Following is a comparison of appliance absorption on the cooperative's lines as shown by 1938 and 1939 surveys:

	1938	1939
Refrigerators	118	870
Ranges	89	223
Water heaters	28	87
Water systems	153	551
Feed grinders	18	42
Milkers	40	116
Brooders	50	179

## Reeve Heads New Dealer Department For Easy

SYRACUSE, N. Y.—W. H. Reeve, formerly New York household sales manager for Frigidaire and also eastern representative of that company's department store and furniture store division, has been named to head up the new dealer development department just formed by Easy Washing Machine Corp.

Mr. Reeve's department will cooperate with leading Easy dealers throughout the country in the development of sales and operating plans, as well as advertising and promotional activities, according to J. J. Nance, general sales manager.

Establishment of this new department, says Mr. Nance, is in line with the company's plan for over-all expansion of Easy's merchandising service to dealers.

That Easy sales have been progressing apace under the influence of this new program is indicated by the fact that business at the end of November was more than 40% ahead of that for the like period in 1938.

### Jewett Counts Heavily on Orders At Chicago Show

BUFFALO—Jewett Refrigerator Co. will exhibit its new line of refrigerators at the Housewares Show in Chicago, and orders booked at that market will play an important part in maintaining the firm's activity during the early months of 1940, reports J. A. Archbald, Jr.

When they LOOK OVER YOUR LINE-  
They WILL BE IMPRESSED

**IF IT IS BONDERIZED**



Finish is of vital importance in the show room. It is even more vital in the kitchen or laundry. Profits depend on how a product sells—customer goodwill depends upon how it lasts.

If your line is Bonderized it is assured finish permanence and lasting finish beauty. Bonderizing neutralizes the effects of moisture and humidity. It bonds the finish to the metal and resists the attack of rust. It provides an important selling feature that the salesman can use effectively. Your prospect knows the extra value provided by Bonderizing. If your line is Bonderized, tell him about it.

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Send for this Book  
It describes Bonderizing in detail and gives the salesman a new talking point.

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Processes CONQUER RUST  
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# 'More Competition' Is Prayer of Manufacturer Of Open-Type Cooled Produce Display Case

## Drama In Word Picture of Profits Aids Sales

By Robert M. Price

DETROIT—If you can imagine a commercial refrigeration salesman offering up serious business prayers for "more competition" you will appreciate the attitude of E. E. Sanders, head of Sanders Butcher Supply Co., display case manufacturer, on how to sell more open-type refrigerated produce cases. Mr. Sanders has a flock of red hot ideas on how to sell these display cases to market owners, and they all center around the prospect of more competing companies sending more salesmen into the field to "sell the need."

It's a cinch to sell a merchant on the idea of a display case for produce, says Mr. Sanders. He begins at the most vulnerable spot in the merchant's setup—profits. He argues that the average housewife buys meat once or twice a week, while vegetables, fresh vegetables, and fruits, are purchased about every day. The better kept the vegetables and fruits are, the more attractively they are merchandised, the more sight purchases will be made. Mr. Sanders holds that a merchant can realize a 35% profit on his produce and greatly increase the weekly volume, providing the produce is refrigerated and displayed properly.

The next point of attack is to

prove to the merchant just how much produce is used in the average meal as compared to the amount of meat used. To dramatize this point, Mr. Sanders has an extensive collection of menus from hotels and restaurants. The average menu shows that some 15 produce items are listed for the average meal as compared to one meat course. It is a simple matter to show that the average home-prepared meal uses about that percentage of fresh fruits and vegetables.

It is common knowledge to market owners that women shop more for vegetables than they do for meat. Women like to handle the produce, pinch the melons and other fruits to "judge" their quality. And so it is not hard to sell the idea of an open produce case that will allow the woman to do her testing, yet will keep the vegetables and fruits fresh and inviting and reduce spoilage loss.

For years, Mr. Sanders says, the store owner has been looking for an open case that would do the job, so after he injects the preliminary information of the profits that can be had from such a case, he challenges the store owner with this: "If you could keep your produce in a clean, refrigerated case, yet have it open

for shopper's inspection, would you be interested?" The answer is rarely in the negative, he claims.

Then he pins the prospect down with a recitation of why more fresh produce is being used in the average home. "Look," he says, "just about every woman customer you have is on a diet. Before she is married, she diets to get a husband. When she is married, she diets to keep him. If she loses him, she diets to get her husband number two. These diets, those waistlines, mean more fresh produce sales, and if you have a fresh supply, well displayed, it's your profit business."

Mr. Sanders believes in putting plenty of drama into his word picture of profits from his open display case. To the store owner who has not the facilities for keeping produce, but who gets a big supply in on weekends to cash in once a week, Mr. Sanders says: "Suppose you went into a shoestore on Tuesday and asked for a pair of size seven shoes. The shoe salesman scratches his head and says, 'Sorry, but we only carry that size on Saturday.' Then you ask for a size four shoe for your wife. Same answer—'we only carry that size on Saturday.'

"It's just about as silly if you tell a woman customer you only have the produce item she wants on Saturday, and as a consequence you lose this business and with it you

may lose any other business she takes to your store," Mr. Sanders finishes.

The next move is to show the specific losses resulting from spoilage of poorly kept produce. Mr. Sanders asks the store owner why his celery is marked 12 cents a bunch on the first day it's received, 10 cents the second day, and so on. He outlines how this loss can be prevented and volume increased by proper display and refrigeration.

Or, he will put an added punch in it, as he did to one store owner, by picking up a withered head of lettuce, shaking his head, and re-marking, "Joe, I often wondered where you got this lettuce and why it looks so dried up. I was out in California and saw a load of lettuce being trucked along the road. The truck stopped and I was interested enough to ask the driver when it had been picked. 'Oh,' he said, 'a few days ago.' Of course it had had no refrigeration and was rapidly drying up. Who would buy that stuff, I asked the driver. 'This is for Little Joe back in Detroit,' he answered."

"Joe" is in a thinking mood by that time and a new customer is pretty much in the bag.

### SELLING POINT

Another appeal of Mr. Sanders is this one: He asks the store owner how produce is usually shipped into city wholesale markets, how the produce is delivered to the store, and where the housewife puts her purchased produce as soon as she gets it home. Refrigeration covers all these moves.

"Yet," say Mr. Sanders, "you take this produce into your store, put it out on a poor rack with no refrigeration, and say, 'Oh, Lord, help me sell this stuff!'

The average food merchant buys store fixtures and improvements to keep up with the competition, Mr. Sanders believes. If a competitor paints his store, the wise food merchant gets out his own improvement plans. So it is with the selling of display cases.

In the showroom at the Sanders factory are some selling slogans that are bound to catch the visiting store owner's eye. They are put there to sell the merchant on putting in improvements in display facilities and making his store attractive enough to call in more business. As the Sanders company maintains a store layout service, it offers to help the merchant make the best use out of purchased equipment. Here are a few of the eye-catching signs:

"Even a livery stable looks better after it has been cleaned up."

"Why does a man wear a boiled shirt the day he gets married?"

"After all, it isn't what you think of your customers, it's what do they think of you."

"You can hang a tramp for committing murder, but you can't hang a man for running a tramp store."

### SELLING WITHOUT LABEL

Mr. Sanders then told of another way he has for getting a merchant thinking along the lines of the open display case. He walks into the store, purchases a labeled can of sauerkraut, removes the label, and bets the man he can't sell that can without the label. He returns in a few days, and sure enough the unlabeled can still reposes on the shelf. Then Mr. Sanders tells the store owner that selling his produce without an adequate display case is like "selling without the label." It has proved to be a convincing demonstration.

"The beauty of this business," Mr. Sanders says, "is that every food market is a good prospect. If every home up and down the street had a sign on the porch telling whether ice was being used, or such and such electric refrigerator was installed and how old it was, the household refrigerator salesman would have a cinch, wouldn't he? Well, the display case salesmen has that cinch approach because every market has a 'sign' out, and a look inside will tell the salesman what equipment is needed."

"We know that the food merchant is in the market for a good case, and we believe we have what he wants. Now we are praying for increased competition so the store owner will hear the open produce case story from seven salesmen instead of one. We believe that you can compete with anyone, and if you do the needed job a little better—you win."

## 'Hot-Shot' Refrigerated Truck Being Tested For Long Hauls

KANSAS CITY, Mo.—Something new in the refrigeration of meat in transit has been developed by the Kansas City division of Armour & Co. and a local truck-fleet supervisor. Maintaining "hot-shot" manifest service to California and western points, the Armour company is making use of a 6-ton, kapok-insulated refrigerated body on a special truck which operates at speed-limit swiftness to western markets.

A recirculating brine system, mounted in a heavily insulated compartment built under the tailgate of the refrigerated van body, permits temperatures as low as 30° F. at the will of the driver, who in addition to his truck instrument dashboard must watch a control panel indicating the refrigeration unit's operation.

Prime meat, loaded fresh from the main Armour abattoir, is frozen in transit, and reaches its ultimate destination at a temperature far below the average maintained by refrigerator railroad cars and other methods. The plan will be used for several months to determine its efficacy, and may be extended in the future to all shipments of prime meats to distant points, according to Armour officials.

## Horan Directs Training For G-E Commercial Department

BLOOMFIELD, N. J.—Ray Horan has been placed in charge of distributor and dealer sales training operations for the air conditioning and commercial refrigeration department of General Electric Co.

Mr. Horan's new duties, as a result of the recent consolidation of all G-E air conditioning and commercial refrigeration activities into a single department here, include working with the company's 76 commercial refrigeration distributors, as well as the 122 air-conditioning distributors.

## Sherer-Gillett Transfers Walters To Home Office; Heads Refrigeration

MARSHALL, Mich.—Don W. Walters has been transferred to the home office of Sherer-Gillett Co. and will take charge of the company's refrigeration division. Mr. Walters has been with the company for two years, doing field work in Wisconsin, Minnesota, and upper Michigan. Prior to that, he was service engineer for Northern States Power Co.

## American Coils Doubles Plant To Handle More Business

NEWARK, N. J.—Increased business has made it necessary for American Coils, Inc. to increase its original manufacturing facilities, reports President Jack Riordan. The company has added the entire main floor of a connecting building, which more than doubles its original space, he said.

## Wichita Hospital Installs Complete System

WICHITA, Kan.—A complete refrigeration system has been placed in service in the Wesley Hospital & Training School here. This includes equipment for six diet kitchen boxes, two chef's boxes, three walk-in coolers, one ice storage cooler, a water circulating system, and an ice maker.

## Van Fleet Gets Added Super-Cold Territory

PORLAND, Ore.—E. Van Fleet, for the past three years wholesale sales manager for Super-Cold Corp. in the state of Oregon, has recently been given the additional territory of Washington, Montana, and Idaho.

## save TIME . . . save MONEY with White-Rodgers CONTROLS

DESIGNED TO REDUCE INSTALLATION TIME. WHITE-RODGERS PRESSURE AND "HYDRAULIC ACTION" TEMPERATURE CONTROLS HAVE MADE MONEY FOR SERVICE MEN EVERYWHERE

These controls are actually designed with the problems of the service and installation man in mind. All controls are factory calibrated and settings may be easily made without resorting to time-consuming trial and error methods. It is no longer necessary to recycle the compressor several times to check settings.

Refrigeration men like to install equipment fitted with "Hydraulic Action" controls. They know they can make the installation in a minimum amount of time.

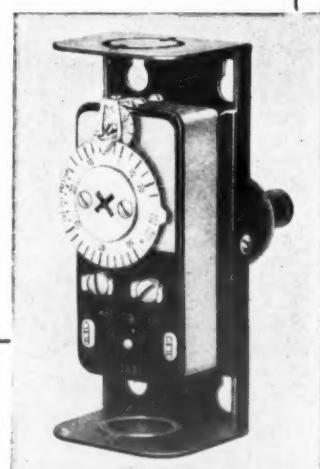
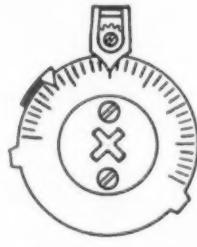
The many features of White-Rodgers Temperature and Pressure Controls will improve any installation. Fixed and adjustable differential types for many applications are available. Write for Condensed Refrigeration Control Catalog today.

### Easy TO SET

"Hydraulic Action" Temperature Controls like Type 1609 illustrated have a differential adjuster that is easy to operate. The sketch below shows that the cut-in and cut-out points are positively indicated by the stationary and movable pointers.

By a simple turn of the adjusting screw the cut-in point may be quickly set to the temperature desired.

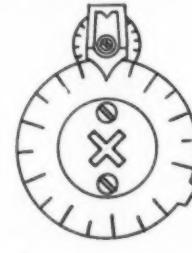
The easy-to-see, uniformly calibrated dials help cut installation time, too!



TYPE 1531

### Easy TO SET

1. The range dial (large dial in sketch below) is marked in equal divisions and is plainly visible for ease in setting. This dial indicates the cut-out point.
2. The differential dial (small dial in sketch below) also is accurately calibrated. The cut-out pressure plus the differential pressure determines the cut-in pressure.
3. Resetting of either range or differential adjuster is done manually by moving a dial—no gauges are necessary as calibration is exact through the entire gradation of both range and differential.



WHITE-RODGERS ELECTRIC CO.

Controls for Refrigeration • Heating • Air Conditioning

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# COME TO THE SHOW!

In just a few days, the finest and largest refrigeration and air conditioning show of all time will open in Chicago.

Before your eyes manufacturers from all branches of the industry will place for the very first time their new and improved 1940 products. Side by side you will see competitive lines and models in one great display of equipment you use and sell.

Here indeed is an opportunity to examine and study what is new for 1940—to be "in the know" on latest equipment for the new year. Tremendous expense and thought have gone into the planning of this great show to make your four days at Chicago the best possible investment for you and your business.

Besides the elaborate displays in the exhibition hall at the Stevens Hotel, a full program of technical and "problem" sessions are scheduled

from which you will obtain new and profitable ideas. The annual All-Industry banquet with an evening's program of top-flight nationally famous entertainment is a social function you will long remember.

Right now, circle the dates January 15 to 18 in red on your new 1940 calendar. You owe it to yourself and your business to be in Chicago those four days.

## QUICK FACTS

**WHAT:** THE SECOND ANNUAL ALL-INDUSTRY REFRIGERATION & AIR CONDITIONING EXHIBITION.

**WHEN:** January 15-18, 1940.

**WHERE:** Stevens Hotel, Chicago.

**WHO:** Jobbers, dealers, servicemen, manufacturers, distributors, contractors, engineers and exporters, including the annual national meetings of the A.S.R.E., R.S.E.S., N.R.S.J.A., R.E.M.A., N.A.C.A., and others.

**ADVERTISERS:** Take advantage of the tremendous reader interest in the January 10th Show Issue of Air Conditioning & Refrigeration News. Final forms close 6 p.m. January 6.

## EXHIBITORS

Acme Industries, Inc.	Duro Metal Products Co.	Nickerson & Collins Co.
Aerovox Corp.	Electromatic Corp.	The Pacific Lumber Co.
Air Conditioning & Refrigeration News	Evers Hardware Co.	Peerless of America, Inc.
Alco Valve Co., Inc.	Fedders Mfg. Co., Inc.	Penn Electric Switch Co.
Aluminum Co. of America	Gale Products	Perfection Refrigeration Parts Co.
Aluminum Industries, Inc.	The Gates Rubber Co.	Perlick Brass Co.
All-Steel-Equip Co.	General Controls Co.	H. A. Phillips & Co.
The American Brass Co.	General Electric Co. (Motor Div.)	Portable Elevator Mfg. Co.
American Hard Rubber Co.	General Electric Co. (Refrig. Div.)	Ranco, Inc.
American Injector Co.	L. H. Gilmer Co.	Refrigerating Engineering
American Radiator & Standard Sanitary Corp.	Hammond, W. A., Drierite Co.	Refrigeration Appliances, Inc.
Anemostat Corp. of America	Heating & Ventilating	Rempe Co.
Ansul Chemical Co.	Henry Valve Co.	Rotary Seal Co.
Arcade Mfg. Co.	Howe Ice Machine Co.	Sanders Butcher Supply Co.
Automatic Products Co.	Iceberg Refrigerated Locker System	Servel, Inc.
Black Sivals & Bryson, Inc.	Ideal Beer Cooler Co.	Sherman, Charles Q., Corp.
Bohn Aluminum Co.	Imperial Brass Mfg. Co.	Simmons Merchandising Service
Bonney Forge & Tool Works	Insto Gas Corp.	South Bend Lathe Works
Brunner Mfg. Co.	Insulite Co.	Spoehr-Lange Co.
Bush Mfg. Co.	Jarrow Products Corp.	Sprague Products
Business News Publishing Co.	Jewett Refrigerator Co., Inc.	Square D Co.
Carrier Corp.	Kason Hardware Co.	Superior Valve & Fittings Co.
Chase Brass & Copper Co.	Kelvinator Div., Nash-Kelvinator Corp.	Tecumseh Products Corp.
Chicago Metal Hose Corp.	Kerotest Mfg. Co.	Temprite Products Corp.
Chicago-Wilcox Mfg. Co.	Kold-Hold Mfg. Co.	The Texas Co.
B. H. Clark Co.	La Crosse Novelty Box Mfg. Co.	Thermek Corp.
Commercial Coil & Refrigeration Co.	Mario Coil Co.	Tyler Fixture Corp.
Convention Binder Service	Jas. P. Marsh Corp.	United Friguator Engineers
Copeland Refrigerator Corp.	Master Refrigerated Locker Systems, Inc.	Universal Cooler Corp.
Cornell Dubilier Co.	McCord Radiator & Mfg. Co.	Utilities Engineering Institute
Cutler-Hammer, Inc.	McIntire Connector Co.	Victor Mfg. & Gasket Co.
Curtis Refrigerating Machine Co.	The Mercoid Corp.	Virginia Smelting Co.
Day & Night Water Heater Co., Ltd.	Midwest Mfg. Co.	J. H. H. Voss, Inc.
Dayton Rubber Mfg. Co.	Mills Novelty Co.	Wagner Electric Corp.
Deissler Machine Co.	Minneapolis-Honeywell Regulator Co.	The Weatherhead Co.
Detroit Lubricator Co.	Modern Equipment Corp.	White-Rodgers Electric Co.
Dole Refrigerating Co.	Mueller Brass Co.	Williams Oil-O-Matic Heating Corp.
E. I. du Pont de Nemours & Co., Inc.	Muncie Gear Works	Wolverine Tube Co.
Durabilt Steel Locker Co.	E. B. Muzzarelli & Co.	Zenith Carburetor Div., Bendix Aviation Corp.

## AIR CONDITIONING & REFRIGERATION NEWS

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## New Year's Resolutions

AIR-CONDITIONING men have done a deal of analyzing, arguing, and worrying during the last year or so in an effort to determine what in tunket was the matter with so promising but so disappointing a business, and having determined that, what to do about it.

For a long time "all was despair." Turnover among distributors and dealers was appalling. Too many of the better distributors studied the situation and decided they wanted no part of it. Several of the larger and more responsible manufacturers weighed the inviting future possibilities of the industry against its sad present, and almost decided to abandon it. A couple of them, in fact, did.

### Blurred Picture Begins To Become Clearer

Out of it all, however, a number of conclusions have more or less been generally reached. The picture is beginning to become clearer. And, as a way out of the dilemma, a number of concrete suggestions are being made. These suggestions are now being embodied in programs for 1940. The air-conditioning industry, it would appear, is making the following New Year's Resolutions:

### Here's a Platform For Air Conditioning Industry

1. Leave contracting to the contractors. At first manufacturers thought they had to offer application engineering and installation services with their equipment—to protect their good names. Instead of protecting their reputations, this practice has tended to sully them. Furthermore, it has increased costs, and has antagonized consulting engineers, architects, and contractors.

2. Forget about trying to "muscle in" on the heating business. It's too thoroughly entrenched; and unless Assistant Attorney General Thurman Arnold succeeds in cracking its armor, too well controlled by local combines and the unions. Besides, there doesn't seem to be any money in it.

### More Engineering In Product, Less In Installation

3. Get the prices down by "packaging" (unitizing) more equipment, and manufacturing it by line production methods. Move engineering over to the production side, and away from the installation side.

4. Make line production of "packaged" units possible through selling these units by specialty methods. Specialty selling through specialty distributors and dealers makes possible pre-determined volume which, in turn, makes possible line production.

### Time Ripe For Cooperative Promotion Program

5. Tie up the industry's wandering loose ends; correlate the various conflicting promotion programs (which are now like a jumbled jigsaw puzzle) into one well-defined, well-directed national plan; and establish performance and rating standards—all through a national association of local dealer bodies.

Big idea is to bring order out of chaos. It will call for deep thought and careful study, and for mutual adjustment of differences around conference tables. But out of it may emerge the Industry that people engaged in air conditioning have been impatiently awaiting.

## Let's Welcome The Census Man

AIR CONDITIONING and refrigerating specialists will be visited in the very near future by a personal representative of Uncle Sam. This one won't be Bad News.

He's the Census Enumerator, who will deliver a questionnaire to businessmen, manufacturers, distributors, and contractors all over the United States about their operations during 1939. Cooling and conditioning concerns and other shops and establishments will supply the required information on official forms known as "schedules." Questions on the 1940 forms are said to be short, and easily interpreted.

### Refrigeration Service Shop Questions

Refrigeration service shops, for instance, will merely be asked for the basic details of their respective businesses—whether partnership, individually owned shop, or corporation, etc.; amount of receipts from service jobs in 1939; receipts from sale of supplies or equipment; number of firm members, proprietors, or family members working in the business, total number of all employees and the total payroll figures.

This refrigeration census, which starts early in January, is part of the nationwide Census of Business being taken in the Sixteenth Decennial Census. Most other American commercial establishments of whatever kind—wholesale and retail stores, supply houses, garages, theaters, construction companies, hotels, and so on—are also being enumerated under the same census, while the 1940 Census of Manufactures is taking stock of factories and other production enterprises. The Census of Mines and Quarries is already under way.

### They'll Do It Every Time . . . By Jimmie Hatlo



### Other Census Inquiries To Begin In April

In April will begin the Censuses of Population, Agriculture, Housing, Occupations, Employment, and Drainage and Irrigation. The occupations inquiry will take exact count of the number and location of persons in the air conditioning and refrigerating industry.

The Census of Manufactures, as it pertains to refrigeration, is somewhat more of a job than the enumeration of service shops. Every manufacturing plant in the country is being canvassed, and figures later will be available on builders of refrigeration units and refrigerators, air-conditioning equipment, furnaces and stokers, electrical apparatus, air compressors and pumps, instruments, and the like.

Facts are being gathered on the number, type, and value of products in each group, number of employees on the job and wages paid, costs of supplies, containers, plant expansions and new machinery; available power equipment, and so on.

### What They'll Ask From Contractors

Contractors handling refrigerating and air-conditioning installations are being called on for facts about payrolls and number of employees, dollar value of contracts or orders for 1939, types of work performed, costs of materials used, kind of equipment installed, locations of jobs, merchandise sold, and the like.

Dealers in household and commercial equipment must supply the usual payroll facts, etc., together with an analysis of their sales under various headings.

### Census of Housing Will Interest the Industry

Answers to the Census questions are required by law, but the same statute also prohibits the Census Bureau from disclosing answers even to another governmental agency. Census statements are entirely confidential, can be released in broad statistical form only, and cannot be used for purposes of taxation, regulation, or investigation.

Another phase of the Sixteenth Decennial Census which is of particular interest to the industry is the Census of Housing. Information developed in this part of the Census will be of especial interest to refrigeration men, particularly dealers, for weighing sales possibilities. This will be indicated for them when home owners answer the question:

"What do you use for refrigeration? Mechanical box? Ice? None at all? Or what?"

The Census of Housing will cover 35,000,000 dwelling units.

While the Censuses of Business and Manufactures will get started Jan. 2, the other phases of the Census do not open until April 1. These will include Population, Housing, Agriculture, and related subjects.

Answering the questions may seem like a bother at the time, but the entire industry will benefit in many ways from the results when published.

## LETTERS

### Williams Sends More Old Models For Museum

E. T. Williams  
51 E. 42nd St.  
New York City  
Dec. 18, 1939

Mr. Cockrell:  
Re: Museum Exhibit

I have today shipped to you, freight prepaid, three (3) boxes containing parts of refrigerating equipment for the museum and enclose the bill of lading covering them.

The large box contains a  $\frac{1}{2}$ -hp. condensing unit, minus motor and shaft seal, which I rescued from my scrap heap. This unit is covered by Patent No. 1,265,981 and is illustrated and described in printed matter and photographs, numbered 13 to 20, inclusive, listed and enclosed in my letter to you, dated Dec. 19, 1938.

This box also contains a high side float valve used on the air-cooled unit; a power element for the thermostat switch of the air-cooled unit; a thermostatic and high-pressure controlled mercury switch especially designed for the unit in which the magnetically coupled, hermetically sealed compressor was used.

I noticed, while at Detroit, that the power element of the thermostat switch of one of the air-cooled units sent to you had lost its gas charge. This may readily be replaced by the element included in this shipment.

The small box contains a rotary compressor of the design used on the Simplex Units. Unfortunately, this will not serve to replace the compres-

sor missing from the blower type unit as it requires a special shaft seal and coupling.

The crate contains a metal cover for the blower type unit, from which the cool air is discharged upward through the rectangular opening. This cover has been knocked about and damaged considerably but, inasmuch as a cover was furnished with all units of this type and is pictured in descriptive matter, I decided to send it.

I am still hoping that the two complete refrigerators, shipped to Evansville for safe keeping for the museum may ultimately be located and forwarded to you.

I take this opportunity to extend to you and your family the Season's Greetings.

E. T. WILLIAMS

### No. 73831 Seeks To Go Straight

Box 511  
Columbus, Ohio  
Dec. 1, 1939

Dear Sirs:

I have been studying electric refrigeration during my present incarceration, but my source of information is very limited. I have Nos. 1 and 3 issues of the Master Service Manual, published by you. I do not have No. 2. These are of the 1937 issue.

I have only a few more months until my time is up here, and my finances are very limited. I would appreciate any literature that you may be at liberty to send to me covering that part of the work that is outlined in the No. 2 manual. Any literature in this field of work will be greatly appreciated.

It has been my aim to prepare myself for a job upon my release from here and I have been working very hard to reach that goal.

This institution has no facilities with which I can work that is the reason for this appeal to you.

Thanking you in advance for any and all consideration that you may extend toward this request, I am

Yours truly,  
(Name deleted)  
No. 73831

### Yes, Sir—It's the Same Paper, but Better!

Ross Sales Co.  
Coffeyville, Kan.

Sirs:

Please enter our order for a subscription to your publication, REFRIGERATION NEWS.

We previously were a subscriber to REFRIGERATION NEWS, having let our subscription lapse some time ago. We recently decided we wanted to again subscribe, and not having your address wrote our Hotpoint distributor, the Graybar Electric Co. asking them to give us the above title and address. So, we presume AIR CONDITIONING & REFRIGERATION NEWS is the outgrowth of REFRIGERATION NEWS. If this is correct then we want the publication. If not, then please advise about your publication.

We are quite anxious to get the last three or four issues if you are able to supply them, starting our subscription as of the date of the issues sent us.

ELMER ROSS

# Salesmen's Pay Boosted If They Sell Greater Variety of Appliances

## DISTRIBUTOR'S MEN DEVELOP FULL-LINE DEALERS

By Robert M. Price

SCRANTON, Pa.—Full line appliance salesmen produce full-line dealers and bring a general increase for the distributor and dealer, says Paul G. Taylor, sales manager of Penn Electrical Engineering Co., Westinghouse distributor in this territory, and by increasing the salesmen's bonus as they reach the quota set for each individual item sold, Mr. Taylor has made this year a big one for salesmen and dealers.

Refrigerator sales increased 40% in the first nine months this year over the same period last year. Range sales zoomed up 49%, small appliances 40%, lighting equipment 27%, and sales in commercial refrigeration doubled over the same period last year.

### CONCENTRATE ON FULL LINE

Mr. Taylor explained these sales increases very simply, and in one word that is familiar to all successful enterprise—work. Hard work on one appliance, however, is not enough, he reasons, so he has sold the idea of concentration on a full appliance line by making it worthwhile for salesmen. And when distributor salesmen swing out on all lines, dealers swing in step, it was found.

Five salesmen sell electrical dealer accounts, and five sell the industrial accounts of the firm. Each receives a salary, but the bonus system that has been worked out is the key to the all-around selling job these salesmen have done this year.

### QUOTA SYSTEM

The quota is based on the dollar volume of sales, the quota for each salesman being based on territory, accounts, and past performance. The quota is then broken down for the individual items. Base rate is 16½% of profits on sales. A certain proportion of the total quota is ascribed to each item sold, and, as the quota is reached in more than one item, the bonus increases. If the salesman makes his quota in all items, his bonus increases to 21%. The percentage of bonus, then, increases proportionately from 16½% to 21% as each individual quota is reached.

Advantage of this plan, says Mr. Taylor, is that it discourages a salesman from putting all his time on one item. Even though he reaches the dollar volume that will net him the base rate of bonus, he can realize 4½% additional if that dollar volume takes in all items. This year, bonus

checks amounting to over \$1,000 were paid to some salesmen who rang the bell.

Additional prize contests throughout the year keep salesmen at top speed. But, Mr. Taylor pointed out, the job of keeping appliance sales on the increase requires the close cooperation of dealers, and the policy of the distributor toward the dealer should be based on restricting the number of dealers to the minimum, yet selecting those dealers so that they will produce maximum sales.

This distributor's territory covers 15 counties, and 75 dealers have been chosen to serve the territory. An example of the restriction of dealers is the Scranton area. In this city of 150,000 population there are only two dealers selling Westinghouse ranges, in addition to the local utility company.

### PROTECT DEALER

After selecting the dealer, it is up to the distributor to protect him on every operation, Mr. Taylor stated. The first rule is to sell appliances only to franchised dealers no matter what the situation involves. Wholesaling to "special customers" is one evil that must be guarded against, he holds, and although this distributor has many big accounts with electrical contractors, all sales of appliances to them must be arranged with the dealer in that territory. When a dealer knows he has the full protection and cooperation of his distributor, his sales will naturally increase, Mr. Taylor believes.

Just as he has built up his salesmen into full-line salesmen, Mr. Taylor has seen the salesmen build up dealers into full-line accounts. This year the plan went into high gear, and 1,498 electric refrigerators and 817 electric ranges had been sold by Aug. 1. This total represented 40% of all the electric refrigerators sold on the Scranton Electric Co.'s lines.

The utility's territory covers the region from Carbondale to Pittston, a radius of about thirty miles. Range sales by Penn Electrical Engineering Co. were 22% of those reported to the utility.

One look at these figures, plus the increases in other lines, Mr. Taylor observed, is convincing proof that the electrical appliance business will keep improving with the improvement of full-line distributor salesmen—and their direct influence on appliance dealers.

## NIGHT IS RIGHT... Or, How to 'Key Up' Your Men For After-Hours Sales

CHATTANOOGA, Tenn.—"Come down to the store tonight—and bring your prospects" is the sales boosting invitation "Cy" Young, manager of Tennessee Valley Electric Co., Westinghouse dealer here, gives to all his salesmen. He believes that after-hours selling pays off, and this year expects to sell 600 major appliances, with the majority of sales being closed after regular store hours.

All store salesmen have keys to the store so that they can stage night-time selling bees. These sessions are free from store traffic interruptions, Mr. Young points out, and the salesman can tell a complete story. In possession of all the facts, a prospect is in a better position to make a buying decision, he says. Telling the full story sells more appliances, this dealer believes.

Courtesy and the cultivation of customers are major parts of this year-old appliance store's selling program. Inexpensive gifts and special services increase appliance friendships. The day a new refrigerator is installed, the salesman calls with a half dozen bottles of soft drinks. When he puts the bottles in the refrigerator, the salesman checks up on the installation and makes suggestions for other cooling drinks and desserts. At the same time, he finds out if the new customer is in the market for other appliances.

In the store, refrigerators are kept loaded with desserts, meats, and vegetables for use in demonstrations.

No customer or prospect comes in the store without being offered a dish of refrigerator ice cream made before the store opens.

## Any of these well-known Distributors of KEROTEST REFRIGERATION PRODUCTS STANDS READY TO QUICKLY SERVE YOU!

**KEROTEST**

## JOBBERS WITH LOCAL STOCKS

Allentown, Pa. .... General Refrigeration Supply Co.  
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Atlanta, Ga. .... Bowes Refrigeration Supplies, Inc.  
Baltimore, Md. .... Clendenin Bros., Inc.  
Baltimore, Md. .... Melchior, Armstrong, Dessau Co.  
Baltimore, Md. .... Parks & Hull Co.  
Binghamton, N. Y. .... Service Supply Co.  
Boston, Mass. .... A. E. Borden Co.  
Bridgeport, Conn. .... Parsons Bros.  
Brooklyn, N. Y. .... Coleman Electrical Supply Co., Inc.  
Brooklyn, N. Y. .... The Capson Company  
Brooklyn, N. Y. .... Melchior, Armstrong, Dessau Co.  
Brooklyn, N. Y. .... Perry Metal Products Co.  
Buffalo, N. Y. .... Melchior, Armstrong, Dessau Co.  
Buffalo, N. Y. .... Root, Neal & Co.  
Cambridge, Mass. .... Melchior, Armstrong, Dessau Co.  
Charleston, W. Va. .... Air Conditioning & Refrigeration Supplies, Inc.  
Charlotte, N. C. .... Henry V. Dick Co.  
Chattanooga, Tenn. .... Noland Co., Inc.  
Chicago, Ill. .... Harry Alter Co.  
Chicago, Ill. .... H. W. Blythe Company  
Chicago, Ill. .... Automatic Heating & Cooling Supply Co.  
Chicago, Ill. .... Airo Supply Co.  
Chicago, Ill. .... H. Channon Co.  
Chicago, Ill. .... Fred C. Kramer  
Cincinnati, Ohio .... The Merkel Bros. Co.  
Cincinnati, Ohio .... Williams & Company  
Cleveland, Ohio .... Williams & Company  
Columbus, Ohio .... Refrigeration Electric Supply Co.  
Dallas, Texas .... The Electromotive Co.  
Davenport, Iowa .... Republic Electric Co.  
Dayton, Ohio .... The W. H. Kiefer Co.  
Denver, Colo. .... McComb's Refrigeration Supply Co.  
Detroit, Mich. .... J. M. Oberc, Inc.  
Fort Wayne, Ind. .... H. J. Schroeder Co.  
Greensburg, N. C. .... Hasco, Inc.  
Harrisburg, Pa. .... Melchior, Armstrong, Dessau Co.  
Hartford, Conn. .... Mansden & Wasserman, Inc.  
Hempstead, L. I., N. Y. .... Sid Harvey, Inc.  
Houston, Tex. .... Standard Brass & Mfg. Co.  
Houston, Tex. .... Walter Refrigeration Supply Co.  
Indianapolis, Ind. .... F. H. Langenkamp Co.  
Jacksonville, Fla. .... Janita Company  
Kansas City, Mo. .... Forslund Pump & Machinery Co.  
Knoxville, Tenn. .... Linmar Engineering Co.  
London, Ont., Can. .... Refrigeration Supplies Co., Ltd.  
Long Beach, Calif. .... L. B. Marsh (Allied Refn)  
Los Angeles, Calif. .... Frank Gillett Co.  
Los Angeles, Calif. .... Refrigeration Service, Inc.  
Los Angeles, Calif. .... Refrigeration Supplies Distributor

Louisville, Ky. .... Louisville Mill Supply Co., Inc.  
Macon, Ga. .... Lowe Electric Co.  
Madison, Wis. .... Gustave A. Larson Co.  
Memphis, Tenn. .... United Refrigerator Supply Co.  
Miami, Fla. .... Railey-Milam, Inc.  
Milwaukee, Wis. .... Gustave A. Larson Co.  
Milwaukee, Wis. .... Refrigeration Specialty Co.  
Minneapolis, Minn. .... Refrigeration & Industrial Supply Co., Inc.  
Montreal, Que., Can. .... Railway & Engineering Specialties, Ltd.  
Mt. Vernon, N. Y. .... County Seat Plumbing Supply Co.  
Newark, N. J. .... T. W. Binder Co.  
Newark, N. J. .... Melchior, Armstrong, Dessau Co.  
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New Orleans, La. .... Enoch Sales Co.  
New York, N. Y. .... Aetna Supply Co.  
New York, N. Y. .... Melchior, Armstrong, Dessau Co.  
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Pittsburgh, Pa. .... Wm. M. Orr  
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Providence, R. I. .... Rhode Island Supply & Eng. Co.  
Rochester, N. Y. .... Melchior, Armstrong, Dessau Co.  
Rochester, N. Y. .... Ontario Metal Supply, Inc.  
Rockford, Ill. .... Gustave A. Larson Co.  
St. Joseph, Mo. .... Bristol Supply Co.  
St. Louis, Mo. .... R. E. Thompson Company  
Salt Lake City, Utah. .... Peerless-Utah Co.  
San Francisco, Calif. .... California Refrigerator Co.  
Seattle, Wash. .... Refrigerative Supply Co., Inc.  
Sioux City, Iowa. .... National Refrigeration Service  
South Bend, Ind. .... F. H. Langenkamp Co.  
Springfield, Ill. .... United States Electric Co.  
Springfield, Mass. .... C. P. Payson Co.  
Toledo, Ohio .... The Heat & Power Engineering Co.  
Toronto, Ont., Can. .... Railway & Engineering Specialties, Ltd.  
Tulsa, Okla. .... Machine Tool & Supply Co.  
Vancouver, B. C., Can. .... Fleck Bros., Ltd.  
Washington, D. C. .... Refrigeration Supply Co.  
Washington, D. C. .... Melchior, Armstrong, Dessau Co.  
Waterloo, Iowa. .... Winterbottom Supply Co.  
White Plains, N. Y. .... County Seat Plumbing Supply Co., Inc.  
Wilkes-Barre, Pa. .... Radio Service Co.  
Winnipeg, Man., Can. .... Railway & Engineering Specialties, Ltd.  
Worcester, Mass. .... Standard Supply Co.

## GENERAL EXPORT REPRESENTATIVES

**Melchior, Armstrong, Dessau Co., Inc.**  
300 Fourth Ave., New York City, N. Y., U. S. A.

## KEROTEST MANUFACTURING CO. PITTSBURGH, PA.

*For*  
PROMPT DELIVERIES—  
JUST PHONE  
YOUR NEAREST  
JOBBER!

## Cigarette Paper, Board, Rope Have Place In New Salesmen's Kit

BRIDGEPORT, Conn.—To enable its salesmen to demonstrate more dramatically the virtues of the one-control wringer on its washing machines, General Electric Co. has prepared a simple demonstration kit of odds and ends as a successor to the washer demonstration kit developed more than a year ago.

The kit consists merely of an imitation leather bag containing a piece of rope, a shoelace, a thin cigarette paper, a ¾-inch corrugated board, and a medicine dropper. The kit is designed to be attached to any washer on the sales floor, so as to be available for use at any time.

The rope and shoelace are used first, both being dipped in water and then fed through the wringer simultaneously to illustrate the wringer's

automatic adjustment feature. Despite the difference in thickness of the two articles, the maximum amount of water is pressed out of each, indicating how garments of varying thickness would be treated.

The cigarette paper is then fed through the wringer at the same time as the rope and shoelace, the wringer being stopped when the paper is part way through. The prospect is then asked to grasp the paper and feel how firmly it is held by the rolls. Purpose of this test is to show that the unit is capable of damp-drying even the sheerest articles of apparel.

Next the corrugated board is fed through in like manner, to show that the wringer is sturdy enough to withstand even the great pressure exerted by its ¾-inch thickness.

Finally the demonstrator feeds through the fragile glass medicine dropper, which emerges unbroken, thus showing the flexibility and resilience of the rolls and indicating that the wringer would treat clothes gently.

## Prospects Must Use Electric Range Only In Free Trial Offer

NEW HAVEN, Conn.—With "Electric Cooking is Cheap" as its theme, United Illuminating Co. has been using an intensive electric range sales drive, spearhead of which is a three-months trial offer at \$5 a month to any prospect who agrees to use no other method of cooking during the period. If the customer decides to keep the range the \$15 is applied against the purchase price.

Story of the campaign is being told to the public through bill enclosures and a series of advertisements, all of which stress the low-cost electric cooking theme. Many of these advertisements give actual cost figures for cooking in the homes of local people.

In addition, there are bonuses to salesmen for every range they sell.

You can CASH in  
on this TIMELY  
HELPFUL NEWS

*Artic*  
(DU PONT METHYL CHLORIDE)  
SERVICE NEWS  
Use this coupon for information  
you won't find anywhere else

**DU PONT**

E. I. DU PONT DE NEMOURS & CO (INC)

The R. & H. Chemicals Dept.

Wilmington, Delaware

District Sales Offices: Baltimore, Boston, Charlotte, Chicago,

Cleveland, Kansas City, Newark, New York, Philadelphia,

Pittsburgh, San Francisco

Gentlemen: Please send me the current issue of "ARTIC" Service News and put my name on mailing list to receive future issues.

Name. ....

Company. .... Position. ....

Address. .... City. .... State. ....

## 'Plus Profit' Possibilities of Locker Plants Are Many & Varied, Says Maher

'Meat Merchandising' Editor Outlines Sources of Added Income Which Can Help Keep Operations 'In the Black'

DES MOINES, Iowa—Eleven different ways of pulling in "plus profits" from locker plant operation were detailed by F. J. Maher, editor of *Meat Merchandising*, when he addressed a luncheon meeting at the first national conference of the refrigerated locker plant industry which was held here recently.

Ignoring the theory of how it might be done, Mr. Maher launched directly into specific descriptions of ways in which it actually had been accomplished. Summaries of these "here's how" examples follow:

### ADD FRUITS AND VEGETABLES

**Case 1**—One plant operator, whose customers were making the most of the plant's meat storage facilities, conducted an after-hours investigation of the contents of the 180 lockers in the plant and found that no more than 15 contained fruit or vegetables.

Consequently he held an educational meeting at the plant for the benefit of all interested housewives to explain the processing of fruits and vegetables for locker storage. The high school home economics teacher furnished her services without charge. To attract attendance he announced that nine baskets of groceries would be given to winners of a drawing to be held at the meeting.

Eighty-three women attended the meeting. A month later 106 lockers had produce in them and 27 more lockers were rented.

**Case 2**—Taking advantage of the low strawberry market one summer, one plant operator bought several crates of berries, processed them, and stored them in the plant.

In October he made an arrangement with the owner of the local theater to have tiny cellophane bags containing four or five frozen strawberries passed out to all persons leaving the theater. A small advertising card describing the locker plant's services was stapled to the bag. Headline on this card read: "You can have strawberries and

other delicious items the year around at our locker plant."

Total cost of this promotion was five or six dollars. Eighteen lockers were rented directly as a result of it.

**Case 3**—The ice cream situation in one small town was made to order for the entire of the local locker plant. Retail outlets in the town were served by a manufacturer in a larger town some 65 miles distant, and received only two shipments a week. Many stores didn't have facilities to hold over enough ice cream to take care of the trade between deliveries. Several figured on buying larger low-temperature cabinets.

Then the locker plant owner offered to rent spare space in his plant to the ice cream merchants. As a result, these stores were able to buy in larger quantities at considerable savings—so the merchants as well as the locker plant operator profited.

### BROKEN EGGS STORED

**Case 4**—To keep farmers from taking a beating when the egg market dropped, one locker plant operator convinced them that they should break their eggs and store them in large containers in the plant, rather than sell them at the prevailing low market prices.

When the market went up again, the broken eggs were sold to candy manufacturers, restaurants, and hotels at a price far in excess of what they would have brought had they been sold instead of stored. Again the locker plant owner and his customers both profited.

**Case 5**—A fig farmer was saved from periodic losses by use of locker storage facilities available in a nearby city. This farmer had been in the habit of rushing his figs off the trees and on to huckster's trucks which peddled them through the streets as fast as possible so that they might be sold before they spoiled.

Market conditions naturally varied, and the farmer's return on his crop varied accordingly.

## Food Storage Lockers Our Sole Business

THE efforts of our entire organization and the facilities of our manufacturing plant are devoted exclusively to the manufacture, research and development of lockers for food storage plants.

We feel that we can best serve the interests of this industry by confining all our efforts to it.

The recent developments made by Master is conclusive proof that there is no more true saying than the old adage—"Shoemaker stick to your last."

The locker industry has looked to Master for new developments and we have not failed them. Witness the marketing 16 months ago of a new individual locker the



## Masterbuilt HyDroLoc

Here is a locker that sets a new standard in sanitation . . . protection against odors, dehydration, etc. . . . flexibility of installation . . . construction . . . savings in erection costs, etc.

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HyDroLoc Individual Lockers pave the way for additional profits when you sell the refrigeration or insulation. Write for full information.

Masterbuilt Lockers are sold only thru distributors of refrigeration and insulation.

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121 Main St.

Over 120,000 Masterbuilt Lockers in Use

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Then the farmer started taking his figs to a newly opened locker plant, where they were packaged, quick frozen, and stored. Samples went sent to hotels, both local and distant. Orders flowed in, and the fig farmer netted a \$20,000 profit, while the locker plant benefited from this increased business.

**Case 6**—This plant—and many others have done the same—boosted its business by becoming a distribution center for nationally known brands of quick-frozen foods. In this capacity the plant supplies local institutions which wish to use frozen foods but do not have sufficient storage space to make possible the quantity purchases required for profitable operation.

**Case 7**—An alert meat cutter in this locker plant spent every Wednesday afternoon calling on farmers and talking with them about the idea of locker storage. In this way he came across one farmer who was singing the blues because the price his chickens brought at the local market wasn't even paying for their feed and care.

The business-seeking locker employee sold the farmer on the idea of stepping up his chicken handling activity, processing the birds, packing them in boxes, and shipping them to wholesale outlets in large cities in his own and neighboring states. The locker plant was forced to build an extra 30 x 25-ft. room to take care of the extra business which this effort developed.

### HOME ECONOMICS ANGLE

**Case 8**—In this instance, the locker plant owner (as usual) wanted more business. The home economics teacher in the local school was seeking a way of making her classes more interesting and thus giving them a greater appeal to the students.

So the two of them got together and agreed to have the home economics class visit the locker plant every two or three weeks to see how various meat products were cut up and prepared. The school girls went home brimming with stories of the marvels of locker plant operation, and many of their parents, interested by this enthusiasm, rented lockers for their own use.

**Case 9**—Finding through a survey that only two of his 240 lockers contained game and only nine held any fish, the operator announced a prize of \$5 for the biggest fish brought in to the plant during the first month of the fishing season. So keen was the interest that he offered three cash prizes the second month. Similar awards were offered to hunters. Seventy per cent of the sportsmen lured to the plant through this promotion had never visited it before. Sixteen extra lockers were rented.

**Case 10**—A plant in Wisconsin sent a letter to every farmer within a 10-mile area stating that the next Saturday he would receive a complimentary package of meat from the locker plant. On the day appointed the plant operator and his assistants distributed the 2½-pound packages to the farmers who had received the announcement letters. A circular describing the locker plant's facilities and stressing its economy was attached to each package. The following Saturday 47 lockers were rented.

**Case 11**—This plant made a deal with a brewery to store its beer in

**BLOWER WHEELS**

**HAVE CLARAGE MAKE THEM!**

Every year we ship to builders of air conditioning units thousands upon thousands of Clarage Blower Wheels and Assemblies.

This smaller equipment is designed with the same skill characteristic of the larger Clarage apparatus—just as carefully fabricated and tested.

And we have sizes to meet ALL REQUIREMENTS—with slow speed operation insuring SILENT PERFORMANCE.

May we have your next inquiry?

CLARAGE FAN COMPANY  
KALAMAZOO, MICHIGAN  
Sales Offices in All Principal Cities

## Meat Curing—A Tricky Problem For Locker Plant Operators To Solve

By Prof. Fred J. Beard, Iowa State College

The curing of meats is a service which is being demanded by increasing numbers of locker patrons. In attempting to meet this demand the operator of a refrigerated locker plant is confronted with one of his most difficult problems.

Nearly every farmer has his pet formula for curing, yet all are fundamentally the same, involving mixtures of salt, sugar, and maybe saltpeter. Principal difference is in the proportion of ingredients used, the quantity of cure applied to the meat, and the time allowed for the process.

All meat is cured at a temperature of 38° F.

After cure, the bacons should be soaked 15 to 20 minutes in 70° F. fresh water, hung a few hours to dry, and then smoked. Hams should be soaked one to two hours before being dried and smoked.

Although curing of meat was originally a preservative measure, the primary purpose of the locker plant operator in his curing activities is to impart a more appetizing flavor to the meat.

Because ingredients in the curing mixtures must be carefully measured and uniformly combined, some operators prefer to use prepared cures.

It seems advisable to cure meat in small containers so that it does not have to be disturbed except when repacking. Use of large containers in which pieces are added from day to day is apt to result in lack of uniformity in the cured product.

Storage of cured meats also must be considered. If meat is completely cured, refrigeration is no longer required. The mild cures demanded by present-day consumers, however, are little more than a seasoning flavor, so it becomes advisable to hold the so-called cured meat under some sort of refrigerated storage, though not necessarily in the freezer room. Accordingly, some plants are designed so as to have a chilled storage where cured meat may be kept.

## Craigville, Ind. Area Gets Locker Plant Service

CRAIGVILLE, Ind.—Erection of a 300-locker cold storage plant here by Sam Gerber has made locker storage facilities available to not only residents of this little village but also to such neighboring towns as Decatur and Bluffton and the surrounding rural area as well.

An ammonia system was used, with Kold-Hold plates for the locker room and sharp-freeze unit, and direct expansion coils in the aging room. As the plant intends to be active in the handling of meats, both for storage and for wholesaling, the control was placed in the aging room. The plant will also maintain complete slaughtering and processing services.

Insulite, applied to concrete block construction, was used to insulate all rooms.

The plant was engineered by Harry I. Chambers of Fort Wayne, Ind. Installation of cold plates and lockers was made by Pioneer Refrigeration Co. of Fort Wayne. The 7½-hp. Frick condensing unit, together with the chill room coils, automatic expansion valves for the entire system, controls, and other equipment was installed by C. L. Ripley, also of Fort Wayne.

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## Myers Sees Boom for Air Conditioning in Progress of Self-Contained Equipment

BOSTON—Development by leading manufacturers of unitary air-conditioning systems in sizes from 2 to 15 hp. will result in a boom in sales throughout the entire industry, S. F. Myers, sales development manager of the Westinghouse air conditioning and commercial refrigeration department, told members of the Air Conditioning Bureau of Boston at their December meeting.

The effect of air conditioning on the common cold was discussed by Dr. Albert G. Young, medical director of Corey Hill hospital, Brookline.

Reviewing the advantages of unitary systems to purchaser, contractor, and manufacturer, Mr. Myers said:

"Purchasers will be able to have air conditioning installed in their places of business in but a few days, as compared with a week or 10 days heretofore. The selling and installing contractor who has experienced faulty field applications will now find his job will be complete and accepted with little or no installation trouble.

Manufacturers of these units will be able to produce them on a mass production schedule. These units are complete central-station cooling and conditioning systems, which require no refrigeration piping in the field, and can be installed with a minimum of expense and in just about one half the time."

To emphasize the potential result of the widespread acceptance of unitary air-conditioning equipment, Mr. Myers drew a parallel with the electric refrigeration industry.

### REFRIGERATOR INDUSTRY

"Let me remind you what happened to the domestic electric refrigerator after the manufacturer put the compressor and evaporator in one cabinet instead of having the installing dealer place the compressor in the basement, run tubing and electrical circuits to the evaporator which was placed in the cabinet upstairs," he said.

"In 1924, a domestic electric refrigerator cost around \$500. Today that refrigerator, vastly improved as to convenience, durability, ease of installation, appearance, and operating cost, sells at an average price of \$170 and takes 75% less current to operate than those early models. Production increased, dealer volume jumped almost overnight, and prices came down."

Mr. Myers brought out that while mass production methods will undoubtedly reduce the cost of unitary air-conditioning equipment, the selling and installing dealers will also enjoy a larger volume of business during the selling peak months of January to May, because they will be able to complete their installations a lot faster.

Success of an air-conditioning installation, Mr. Myers asserted, depends on the correct coordination of the various parts. "An installation costing \$5,000 can be a failure due to the improper selection of \$5 worth of piping required in making connections between some of the various employer," Mr. Myers said.

### CHAIN STORE PROBLEMS

"Large buyers in the national chain store groups have had their problems when it came to selecting the proper air-conditioning system for one of their stores located in a remote city. Their problem has been trying to purchase a system from a review of various proposals submitted by the interested local air-conditioning dealers. Many times these proposals varied in price on a 10-ton installation as much as \$1,500. As a result, the buyer did not know who was right or exactly what he was getting for his money. Wider use of unitary equipment will tend to correct this undesirable condition," he said.

To show that on the average, air-conditioning installations are getting

smaller every year, the speaker cited the reports of 100 utilities which show that during 1938 and the first part of 1939, the average size of installations had dropped to 14.7 hp., as compared to 27.6 hp. for 1935.

A breakdown of sales to chain stores revealed that 49% of all sales were from 1 to 25 tons, leading all other size classifications by a wide margin.

Mr. Myers exhibited a number of slides showing the steps necessary in the installation of a central station remote air-conditioning system, and how the time and labor were reduced by using self-contained units for a similar installation.

"The trend to unitary equipment is definite," Mr. Myers said, "and the selling and installing dealer will profit as a result of this development, to the end that there will be more and more satisfied users of air conditioning."

### DR. A. G. YOUNG SPEAKS

Air conditioning has proved effective in combating the common cold because "ineffective agents do not thrive in the respiratory tracts of people under ideal air conditions," Dr. A. G. Young declared at the Boston Air Conditioning Bureau meeting.

The speaker, who is medical director of the completely air-conditioned Corey Hill hospital in Brookline, Mass., has been in charge of an extensive series of experiments into the effects of air conditioning on the health of human beings.

The common cold—which he described as an infection in the nose and upper pharynx—can be spread either by direct contact or through droplet infection as a consequence of sneezing, coughing, or even conversation.

"Although we do not know the exact cause of the common cold, we believe that the causative organism is present in the nose and throat most of the time in a low-grade form. Excessive fatigue, exposure to dampness or cold, overheating, drafts, and sometimes the consequence of severe nervous exhaustion, will lower resistance of an individual sufficiently to permit organisms to gain entrance to the body and thereby invoke the disease," he said.

In cold weather, the humidity of the room becomes excessively low, producing an irritation to the mucous membrane of the nose and throat, which leaves people vulnerable to infection, the speaker explained. Also, when an infected individual sneezes or coughs, the droplets spread over a much greater area than if the room were properly humidified.

### 40% HUMIDITY IDEAL

It has been demonstrated that the human body functions best when the temperature of the air is approximately 70° F. in winter, and when the relative humidity is about 40%, with a slow movement of the air. By installing air conditioning, it is possible to maintain these ideal conditions uniformly throughout a home or an office, and at the same time wash or filter the air.

In conclusion, the speaker cited the experience in offices where absentee records have been kept before and after the installation of air conditioning. A large utility company, for example, discovered that employee absences due to illness were reduced 29% with air conditioning.

### Jeweler Installs Cooling

JACKSONVILLE, Fla.—Complete air conditioning was included among the building improvements made recently by Ferrell Jewelry Co. here. This firm thus became the second air-conditioned jewelry store in the city, the other being the Edenfield Jewelry Co.

## Wilson Named Regional Manager for Airtemp; Package Equipment Line to be Extended



J. E. WILSON

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DETROIT—J. E. Wilson has been appointed regional manager of the Airtemp heating division for the territory which includes Michigan, Ohio, and Indiana. For the past three years Mr. Wilson has been in charge of dealer operations for the company in the state of Michigan.

Regional headquarters will be maintained in Detroit, where B. M. Menden will continue in charge of contract cooling work. While the company will handle contracts for the installation of commercial air-

conditioning equipment, all heating will be sold to distributors only, Mr. Wilson reports.

First new distributor to be appointed under the new set-up is the Richard Mfg. Co., Grand Rapids, Mich., formerly distributor for the Norge heating line and Armstrong furnaces. The Richards organization has 45 dealers in the western half of Michigan, and to these will be added the 13 franchised Airtemp dealers now operating in the territory.

### Plans for 1940 Line

DAYTON, Ohio—Airtemp plans to broaden considerably its line of packaged air conditioners for both private and commercial use for next year's market, reports B. S. Williams, sales manager of air conditioning.

New packaged line to be introduced early in 1940 will include a number of new models for home and store use, Mr. Williams said. The line will be specially adapted to merchandising through appliance dealers and dealers, he declared.

Compactness will characterize the new Airtemp units, Mr. Williams said, and radial compressors will be used.

All of the smaller sizes will be completely self-contained, requiring no connections of any kind except to plug in the extension cord, he added.

## Cooling Ups Business 40% in Buffalo Bar

BUFFALO—A 40% business increase within two months after installation of air-conditioning equipment in the record of the Mayflower Restaurant and Mayflower Cocktail Lounge here.

Later in July William Revelas, operator of the two business establishments, contracted for two air-conditioning units in an effort to provide better comfort for his customers.

Since then he has had to employ two additional waitresses and one additional dishwasher to take care of the trade increase in the restaurant part alone. An additional bartender was also put to work in the cocktail lounge.

Before the installation, according to Mr. Revelas, his restaurant averaged from 400 to 500 customers daily. Today the average is nearly 800 daily. A similar increase was experienced in the cocktail lounge.

"Installation of the air-conditioning units," Mr. Revelas said, "was the best bit of business I've ever done." He indicated that shortly he would add air conditioning to the third of his business houses, the Mayflower Ice Cream Bar.

"The first two months' increase of business has more than paid for the installation costs," Mr. Revelas asserted.

The air-conditioning system, installed by the Taylor-Howe Co. of this city at a cost of \$1,850, consists of one 5-hp. unit in the restaurant, and one 3½-hp. unit in the lounge.

## Control for Air-Conditioning and Refrigeration—Built as you would have it built



In every way the New Cutler-Hammer Line of Control for Commercial Refrigeration and Air-Conditioning meets the needs of the field. Ranging from  $\frac{1}{3}$  hp. to 150 hp., available in temperature, pressure, high-pressure cut-out, or a combination of temperature or pressure with high pressure cut-out, it fits more than 95% of all commercial applications.

Built more simply, built more dependably, serving with unvarying accuracy throughout the life of the installation, you will find it also made more compact, easier to install and wire, attractive. There are a great many more features of practicability, ease of adjustment and so on. This new advanced Cutler-Hammer Commercial Refrigeration Control is available, on request, on all leading Refrigeration Equipment. Write for full descriptive literature. CUTLER-HAMMER, Inc., Pioneer Electrical Manufacturers, 1362 St. Paul Avenue, Milwaukee, Wisconsin.



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Write for descriptive literature

### The Market is Ready for GR ROOM CONDITIONERS!



As personal comfort equipment for home or office or as a profit-building appliance for any small business establishment, the GR ROOM CONDITIONER offers an unusual sales opportunity and is a remarkably efficient piece of equipment for the user. Get details. Write:

GENERAL REFRIGERATION CORPORATION  
Dept. AC-4 Beloit, Wis., U. S. A.

## PERSONALITIES

By George F. Taubeneck

### Sandy's Outdoor Christmas Trees

Again Clarence "Sandy" Pratt, founder of the Outdoor Christmas Tree Association of California, has left his refrigeration and air-conditioning business, and has been going from city to city; talking to organizations, state and city officials, and over the air, requesting everyone to light an outdoor Christmas tree or a mile or more of trees in each California city.

Sandy, who is president of the California Refrigerator Co., jobbers in refrigeration parts and supplies, is still giving away baby redwood trees like the ones he carried under his pullman berth to the last All-Industries Convention in Chicago.

A few days ago, two of these baby redwood trees started for Norway. At the Chicago convention last January, three of them were won by jobbers from Canada. Two of the redwood trees are growing in Mexico City.

The parents of these trees are thousands of years old, and are the oldest living things in the world. Sandy has given away over 4,000 of these baby trees, digging most of them himself.

The project of the lighting of 25 miles of giant redwoods in the Santa Cruz mountains is another of Sandy's ideas. Fresno, with the longest lighted lane in the world, lighted over two miles on Van Ness Ave.

Altadena in southern California with its famous mile of trees, will attract thousands of visitors from the eastern states. Close to a million sight-seers drive through this lane each Christmas season.

The objects of the Outdoor Christmas Tree Association of California are:

1. An outdoor Christmas tree for every California home.
2. A mile or more of Christmas trees for every California city.
3. To assist in the preservation of the forests of California.

4. To teach forestry to the children, as well as the grown-ups.
5. To encourage the children to plant and care for living Christmas trees.

6. To advertise California's wonderful all-year-around outdoor climate.
7. To enable more people to see and enjoy each Christmas tree.
8. To assist in bringing back the old-fashioned family Christmas reunion.

### Average Employe

Philip D. Reed, new chairman of the board of the General Electric Co., likes to regard himself as an average employee of the company; and an article in a recent Pittsfield Works News has helped him prove that he is, according to a letter that paper received from him.

The letter follows:

"In looking over this morning the recent issue of the Pittsfield edition of the General Electric News, I was interested in the front page item that describes 'Mr. Average Pittsfield Works Employe of 1939' as being 39 years old with 12½ years' General Electric service, an American citizen, married, and with 1.8 dependents.

"I like to regard myself as an average employee of General Electric Co. and your article has helped me to prove it. I am 39 years old, have had 12½ years' General Electric service, am an American citizen, married, and have two children.

"With best wishes,

Very truly yours,

(Signed) Philip D. Reed."

Mr. Reed was born in Milwaukee, Nov. 16, 1899.

He joined the General Electric Co. in its law department in 1926, one day before his twenty-seventh birthday. Before that time, it is interesting and significant to note, he had won degrees both in electrical engineering and law.

He received his engineering degree from the University of Wisconsin in

1921 and his doctor of laws from Fordham University in 1924. He is a member of Tau Beta Pi, honorary engineering society.

Mr. Reed's first job began while he was still a law school student, taking evening classes at Fordham, and in 1922, before his graduation, he became vice president and patent counsel for the Van Heusen Products Co. of New York.

Before he was patent solicitor for Pennie, Davis, Marvin & Edmonds of New York, and patent attorney for J. M. Van Heusen of Boston.

He entered the General Electric Co. in 1926 as assistant to Vice President C. W. Appleton of the company's law department in New York. In 1928 he was transferred to the incandescent lamp department, and from July 1, 1934, until his appointment as assistant to the president in December, 1937, he was

Next, he became production manager, performing at the same time duties comparable at present to those of general foreman.

Later he was named assistant superintendent and, to the duties of this post, there was soon added the responsibility of sales manager of switchboards, a responsibility he continued to discharge even after another promotion to assistant general superintendent of the Maspeth and New Kensington works took place.

His first extensive opportunity to put many of his theories on production into practice came in 1923 when the conduit and wire business of the company was transferred to Bridgeport. There, in the position of managing engineer of this business, he established a wire and cable manufacturing plant which boldly departed from production practices current at that time.

In this plant the company attained the lowest wire and cable costs in the industry. Moreover, while these costs were being attained, the working conditions of the men in the shop were improved through the elimination of unhealthy and onerous human tasks and their weekly wages

Mfg. Co., and International General Electric Co.

His clubs are the Metropolitan in New York, the Scarsdale Country club located in the suburban village in which he resides, and the Mohawk club in Schenectady, N. Y., the city in which the company maintains its general offices.

### Admiral Byrd's Ice Wagon

The "Snow Cruiser," huge traveling scientific laboratory which Admiral Byrd is taking with him on his coming Antarctic expedition, was explained to members of the Chicago section of American Society of Refrigerating Engineers at their December dinner meeting Dec. 7 in the Drake hotel.

The Snow Cruiser was described by Harold Vagbord, director of the research foundation of Armour Institute of Technology, and was illustrated by moving pictures taken during its period of construction in Chicago.

This reminds us that several firms have sent us publicity about this Peculiar Perambulator, including General Electric, Ilg, Philco, and Crosley.

Philco, for example, provided a new radio receiving set, on which the boys will listen to Crosley's station WLW.

The huge dog-less snow "sled" is one of the most modern touches to the million-dollar expedition, and it can be noted that many companies in the refrigeration and air-conditioning industry had a hand in equipping the snow cruiser.

The cruiser, which resembles a war tank and carries a five-passenger airplane pickaback style, is 55 ft. long, 20 ft. wide, and weighs 37 tons. It cost a mere \$150,000. It was built under the sponsorship of the Armour Institute of Technology, and was designed by the institute's research director, Dr. Thomas C. Poulter, who will accompany his "baby" on the expedition.

### General Electric's Trick Equipment

Controls and electrical equipment to provide motive power were built especially for the cruiser by the General Electric Co. Two generators are connected to its two 150-hp. Diesel engines, and a 75-hp. motor is mounted right in the hub of each of the cruiser's 10-ft. diameter wheels. These wheels run on mammoth rubber tires.

From the control cabin the driver

can apply electric drive to the wheels in all combinations, and the craft can be turned around in 30 feet. The ability to exert traction on any wheel, either forward or reverse, and in groups of two, three, or four, is expected to enable the cruiser to travel easily through the snow fields. A system of hydraulic lifts allows the wheels to be retracted so that the cruiser can be slid on its belly across snow crevasses up to 15 ft. in width.

A crew of four will man the cruiser, and comfort will not be lacking. The big "snowboat" will carry enough fuel and provisions for a year. The men will have living quarters, galley, engine room, machine shop, dark room, and scientific laboratory to play around in en route. On the reconnoitering trips the big craft will head into temperatures that dip to 100° below zero, but crew members will not suffer from the cold, at least while they're inside the cruiser. It is insulated so that heat taken from the Diesel engines will keep the interior comfy.

And, believe it or not, a supply of fresh, cool air is needed for the working and living quarters. A 16-inch propeller fan and automatic shutter, supplied by Ilg Electric Ventilating Co., are used to ventilate the engine room. An Ilg volume blower will be used to ventilate the living quarters.

Members of the crew aboard the snow cruiser and those remaining at the base camps will not be out of touch with the world. As it has done for the past two Byrd Antarctic trips, G-E will again conduct a short-wave radio "mail bag" for the 100-odd men in the present expedition. Station WGEO, transmitting from Schenectady on a frequency of 9530 kilocycles, will be used to relay messages of relatives and friends to members of the expedition while they are enroute and during their long stay in the Antarctic.

### Dept. of New Uses For Air Conditioning

Our girlfriend found the following oddity-in-the-news the other day, and thought it might interest readers of the NEWS. So do we. Here 'tis, on the authority of the Associated Press:

**Air Conditioner Serves as Burglar Alarm Also**

TULSA, Okla.—Harold Stuart and his wife were entertaining guests in their basement game room. One of them sniffed the air.

"I smell gas," he said. "It's not gas but gasoline," said another guest, a gas line company employee. They dashed out and routed two thieves stealing gasoline from the tank of a car parked at the curb—not far from the air-intake of the air conditioner.

### Some Buggy, This



Controls in Byrd Antarctic Snow Cruiser. Steering done by lever in driver's left hand, operating similarly to stick control in an airplane.

# Yearly Apartment Maintenance Contracts Yield Steady Income & Profit For Service Firm

DETROIT — Taking troublesome refrigeration service worries off the minds of apartment house owners with yearly maintenance contracts produces a steady profit income for Mercier & Clark, Inc., refrigeration service firm here. With over forty apartment houses already under contract, W. F. Mercier, president of the firm, is out to land more of this large order service business, because he maintains that profits are based on large volume.

The maintenance contracts cover a year's service, and put the service of all refrigeration equipment in the apartment under contract completely in the hands of the service firm. Service includes one routine inspection a month. The units are cleaned and oiled, and all necessary repairs and adjustments are made. Parts and materials for repairs are supplied, and call-back service in emer-

gency cases is maintained. The service is paid for at a stipulated monthly rate, the rate depending on the number and size of the units, make of equipment, and the condition of the equipment at the time the contract is signed.

The monthly inspection is the stopper for excessive service costs, according to Mr. Mercier. These regular check-ups cut large yearly service costs, he says, because minor troubles are taken care of before they grow into costly service jobs. All equipment is kept in trouble-free order which serves to minimize service complaints from apartment house dwellers as well as the owners. Such careful check is the means to more contracts, Mr. Mercier pointed out, because 80% of his new business comes from recommendations of satisfied users of the service contracts.

The big "scare-off" of service companies contracting for the full maintenance of apartment house refrigeration equipment is the fear that excessive repairs will exceed the rate paid.

"In some cases the repairs will be high, but with a large number of apartments being serviced, the average cost per unit is small enough to produce an overall profit," Mr. Mercier explained. "We base our rates on preliminary inspection and keep the cost under this rate by keeping service troubles low with regular check calls on all equipment."

#### CHECK EQUIPMENT FIRST

Before the contract is drawn up all equipment in the building is carefully checked and reported. Whenever possible the service costs previous to the time of contract are investigated. The rates are based on the risk involved, after all points are considered.

But selling the service contract to apartment house owners is the big job, says Mr. Mercier. Best selling point is to convince them that it is refrigeration "insurance," he says. Many owners have long been harassed with poor service and high yearly costs. As soon as they are convinced that the yearly maintenance contract is a complete out for service worries, they are ready to talk terms. It is also pointed out that regular expert attention adds years to the life of the refrigeration equipment. The double prospect of "no more refrigeration worries" and long-term savings on equipment renewal provides the clincher for the deal.

#### USERS AID BUSINESS

To land new contract accounts, Mr. Mercier arms himself with the recommendations of owners having contracts. So efficient has the service been that there has never been an occasion to increase the monthly contract rate. This fact makes a strong sales argument. A large receiver for properties gives all of its refrigeration work to Mercier & Clark, being the first time that this company has not distributed the work and repeatedly changed service companies, according to Mr. Mercier. Such endorsement has proved valuable on more than one occasion.

Although this contract business now represents some 25% of this firm's service business, and it is continually working to increase this percentage, the remaining service business is made to pay out on the same policy of selling better service on the okay of customers.

On the regular service business, volume is again called upon to up profits. All service work is guaranteed. The firm has its own shop and does all repair work on refrigeration parts and motors. Only regular repair function that is sent out is the rewinding of motors. The firm finds a real economy advantage in doing all possible repair work at its own shop. Two service men are at work in the shop to take care of the volume. A one-year guarantee on all replacement parts is given.

**Sells Faster Because It Cools Faster!**  
**IDEAL SPEED COOLER**  
Ideal Beer Cooler Co.  
2953 Easton Ave., St. Louis, Mo.

Five service men take care of outside calls, including the regular monthly check-ups of apartment house contract equipment.

Service men have proved to be good salesmen for new equipment as well as for service work. "The alert service man," says Mr. Mercier, "is in a position to make many sales. We have a line of commercial equipment, including walk-in coolers, display cases, and beer cooling equipment that gives them a sales 'in' on service calls. We have found that 40% of market and beer garden owners are in the market for new equipment.

Owners of refrigeration equipment have confidence in a good service man. We teach the service men to give good service first, but to keep an ear out for hints on the purchase of new equipment. These service-salesmen receive a bonus on all equipment sales on which they get the leads," Mr. Mercier said, "and the extra income is welcome to the service man and to our firm."

#### RECONDITION UNITS

Another angle that this company has seized on is the reconditioning of household refrigerators. The service man is again the key man. If a service customer wants the refrigerator completely overhauled, or the finish sprayed, the service man is on hand to land the business, for Mercier & Clark has added the reconditioning service to cash in on this business.

Each department of the business, from the large service contracts to the smallest service job, is checked to decrease the cost per job and to sell new equipment or additional service when the chance presents itself.

## 650 Crowd Goldberg's Annual Party

CHICAGO—More than 650 persons attended the annual Christmas party given by Herman Goldberg, manufacturers' representative, in the Stevens hotel Dec. 13. Dancing, vaudeville, and various contests enlivened the evening's entertainment.

Present at the affair, in addition to hundreds of service men from the Chicago area, were representatives of Peerless of America, Imperial Brass, Mills Novelty, Rotary Seal, Ansul Chemical, Ranco, Henry Valve, Detroit Lubricator, Chicago Seal, Fedders, Dayton Rubber, Wolverine Tube, Malleable Brass, Riley Engineering, Standard Refrigeration Co., and others.

Chicago refrigeration jobbers at the party included Automatic Heating & Cooling Supply Co., Airo Supply Co., H. W. Blythe Co., Chase Refrigeration Supply Co., H. Channon Co., and Harry Alter Co.

Honors in the dancing competition went to R. R. Dunlop, Ranco, Inc., and Mrs. Mabel McGuan, wife of J. B. McGuan of Automatic Heating & Cooling Supply Co., who won the waltz contest, and to Mr. and Mrs. Fred Olds of Rex Refrigeration Service Co., who captured the jitterbug award.

Service man's prize went to A. Brown of Rex Refrigeration Service, and N. M. Miles of Goldenrod Ice Cream Co. won the door prize.

The New Koch Crispeteria for FRUITS...VEGETABLES

## Marc Shantz Takes on Additional Line

CHICAGO—In his new setup here Marc A. Shantz will represent Tecumseh Products Co. in addition to representing the Fedders Mfg. Co., with whom he has been connected for the past nine years. He makes his headquarters at 112 N. Green St.

The same Fedders branch policies and warehouse stocks will be maintained, Mr. Shantz declared.

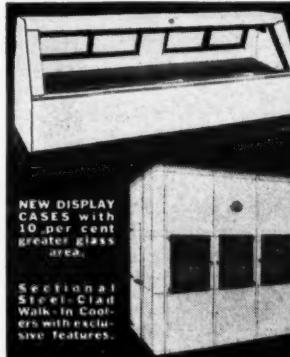
In representing Tecumseh Products in this district Mr. Shantz succeeds L. W. Larsen, who has become assistant sales manager of the company. Tecumseh shipments will be made directly from the factory.

#### Bergen Co. Moves

WOODRIDGE, N. J.—Bergen Refrigerating Service has announced removal of its office to 336 Woodridge Ave. here.



## MAKE BIGGER PROFITS



TYLER full line dealers and distributors are setting new records for sales and profits. Tyler's big line enables you to completely outfit modern food stores and opens up hundreds of live prospects in other fields. Famous Welded Steel construction. Phenomenal values. Display Cases...Reach-Ins...Walk-Ins...Vegetable Displays...and special type refrigerators to fit all needs. New 1940 line now ready. Write for details.

TYLER FIXTURE CORP., Dept. E, Niles, Mich.

Boston Office: 683 Beacon St. Chicago Office: 1863 W. Ogden Ave.

40% greater capacity.

**TYLER** *WELDED STEEL* **Refrigerators**

## Be Sure The New Year Brings You New Customers

Sell LARKIN Refrigeration Products—they bring you new sales—new profits

Patented LARKIN COILS

HUMI-TEMP Units

DISSEMINATOR Pans

Instantaneous WATER COOLERS

Sell the leaders of the industry.

See Your Jobber or Write Today



COILS, Inc.

General Offices and Factory  
519 Fair Street, S. E.,  
ATLANTA, GA.



One of Many

outstanding Koch Products in the complete line of Koch Commercial Refrigerator Cabinets. Write for details concerning open territories.

**KOCH** **REFRIGERATORS**  
NORTH KANSAS CITY, MO.

## New IMPERIAL SERVICE VALVE KIT for HERMETIC UNITS

For purging, charging and testing the following units:

Airtemp Crosley Gibson Trukold  
Bohn SO. Frigidaire Grunow U.S. Tel.  
Bohn CHCI Frigidaire (Late Models) Majestic  
Cold Spot (to 1934) Frigidaire General Electric Seal  
Cold Spot (1934 and later) General Electric (CG-1-A16) Spartan Westinghouse (Large Float)  
General Electric (CG-1-A16) Spartan Westinghouse (Small Float)

Kit consists of:  
1 Valve with wheel handle, 10 valve adapters, 6 wrenches,  
1 valve packed in steel box.  
Also furnished with 2 1/2" or 3" compound retard gauge.  
Wheel handle and gauge need not be removed when outfit  
is placed in box.

THE IMPERIAL BRASS MFG. CO., 565 S. Racine Ave., Chicago

**IMPERIAL** VALVES • FITTINGS • TOOLS • STRAINERS  
DEMODATORS • CHARGING LINES • FLOATS

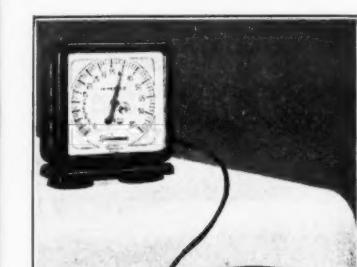
ORDER  
FROM YOUR JOBBER

## KASON HARDWARE

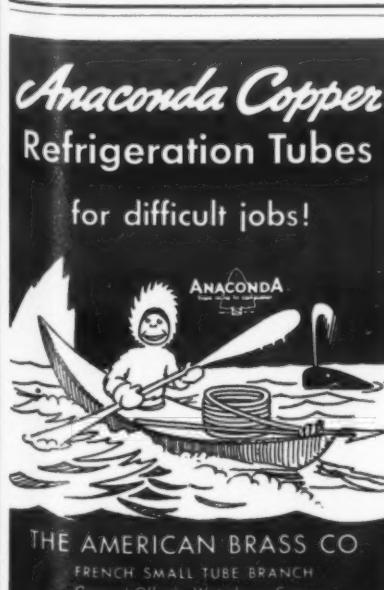


Wishes All  
A Happy New Year

KASON HARDWARE CORPORATION, 127-137 Wallabout St., Brooklyn, N. Y.



Condensing Units for every commercial refrigeration and air conditioning requirement . . . Also packaged air conditioners.





## CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00; additional words, four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

## REPRESENTATIVES AVAILABLE

WANTED—To represent air conditioning equipment concerns, both heating and cooling, or distribution of accessories or allied lines for Southern California or West Coast territories. Am a graduate of Air Conditioning and Refrigeration Institute. Twenty years sales experience. Write JOHN A. STIEBER, 1541 Topeka St., Pasadena, Calif.

## FRANCHISES AVAILABLE

COMPLETE COMMERCIAL Refrigerator line. Porcelain corkboard display cases, reach-in, walk-in and sliding door, full vision fruit and vegetable refrigerators. Originators of open top refrigerated vegetable cases. Full line extra-liberally coiled. Percival-Universal units. Established 1886. 53 years of service. C. L. PERCIVAL COMPANY, Des Moines, Iowa.

SEND FOR PRICES and literature on the General 1940, all streamlined refrigerator display case. Over 40 years' experience manufacturing good commercial display cases. On comparative price test with other makes of equal specifications, prices are lowest in the country. GENERAL REFRIGERATOR & STORE FIXTURE CO., 519 Bainbridge St., Philadelphia, Pa.

## EQUIPMENT WANTED

WANTED: To buy carloads of used General Electric, Frigidaire, Kelvinator, Westinghouse, Norge electric refrigerators in three, four or five cubic foot sizes... reconditioned or as is, but must be in operating condition. Want quantities. Will pay cash. Address Box 1189, Air Conditioning & Refrigeration News.

## EQUIPMENT FOR SALE

NEW COMPLETE M & E high sides  $\frac{1}{2}$  to  $1\frac{1}{2}$  H.P. water cooled, will sell below our factory cost. Limited quantity. Subject to prior sale. SAM S. GLAUBER, INC., 515 E. 79th St., New York, N. Y.

AVAILABLE—Reoperated and dehydrated General Electric monitor top floats @ \$.90 ea. G-55 General Electric Brine Tank Evaporators @ \$1.00 ea. G-40 and G-55 dry evaporators @ \$1.35 ea., all dehydrated and carefully checked. General Electric monitor top controls operating, but in "As is" condition, vertical or horizontal @ \$2.00 ea. ASSOCIATED REFRIGERATOR PLANT, INC., 3028 Hunting Park Ave., Philadelphia, Pa.

BRAND NEW complete high sides;  $\frac{1}{2}$ ,  $\frac{1}{4}$ ,  $\frac{1}{3}$  h.p. General Electric compressors with General Electric motors; Frigidaire compressors with Delco motors. Low prices, money back guarantee. MARTIN SPECTOR, 520 East 20th Street, New York City.

## REPAIR SERVICE

G. E. DR1—DR2—\$30.00; Domestic Westinghouse \$27.50; one year unconditional guarantee. Place order for any model G. E. or Westinghouse sealed unit. Shipment will be made from stock same day. Return old unit later. Our production line turns out completely rebuilt sealed units mechanically comparable to manufacturer's with replacement service inferior to none at prices that enable you to realize profit on resale. Send for complete replacement schedule. REX REFRIGERATION SERVICE, INC., 2226 S. State, Chicago, Ill.

DOMESTIC TYPE thermostatic controls reconditioned like new. Precision work by experts. Years of satisfied customers, among largest in the country. All work guaranteed. Try us and be convinced. The largest thermostatic repair service in the country. It's your guarantee. Prices on request. UNITED REPAIR CO., INC., 342 W. 70th St., New York City.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HAILECTRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

HERMETIC REBUILDING and exchange service. General Electric—Majestic—Gruenow—Frigidaire—Meter-Miser—Westinghouse. One year unconditional guarantee. Immediate shipment all models of General Electric, Majestic and Gruenow. Write on your letterhead for price list and circular. SERVICE PARTS CO., 1101-3 N. 24th Ave., Melrose Park, Ill. On the edge of Chicago.

## PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

## BUNDY TUBING

Copper-Brazed Steel. Copper Coated Inside and Out. Sizes:  $\frac{1}{8}$ " to  $\frac{1}{2}$ " O.D. BUNDY TUBING CO., DETROIT

## Compactness Is Keynote



One of the claims made for this 1940 Jewett refrigerator is that it offers a maximum amount of food storage space in a cabinet that occupies a small amount of floor and wall area. The girl is showing the cabinet width in the 8-cu. ft. cabinet to demonstrate this point.



New Jewett refrigerator showing "Bevivell" for bottles.

Jewett Model Has  
Four Sections

(Concluded from Page 1, Column 1) tains an average plate temperature of  $4^{\circ}$  F. This is for making ice cubes, as well as for low-temperature storage of quick-frozen foods.

A claim is made that the new Jewett refrigerator provides more than 8 cu. ft. of food storage space in a cabinet, the interior dimensions of which are said to be no greater than that of a 6-cu. ft. cabinet. This is said to be made possible because the refrigerating unit is underslung on its mounting, and because the liner of the main storage space is continued to the base of the cabinet.

Unit used in the Jewett refrigerator is a hermetically sealed machine, using "Freon-12" as the refrigerant. A  $\frac{1}{2}$ -hp. motor is used to drive the compressor.

The refrigerator is equipped with four ice cube trays, one quick release tray, a deep dessert tray, a large aluminum tray, a 2-quart water bottle, two sliding baskets, and one large sliding shelf.

St. Louis City Hospital  
Nursery To Be Cooled  
By \$5,000 Plant

ST. LOUIS—Air conditioning will be installed in the 70-crib nursery located in the 13-story building constructed as part of the City Hospital here, according to William C. E. Becker, chief engineer of the board of public service. Cost of the system will be about \$5,000.

to have instituted a system of sanctions for the punishment of jobber-members who charged less than the combine had decreed," he said.

"Meetings were held in Detroit hotels. Price lists and discounts were agreed upon and published. These lists were mandatory, and in some cases the prices were higher than the suggested prices of manufacturers. In other instances, sales to industries which did not have their own maintenance departments were from 5 to 15% higher than to contractors."

Most effective weapon against jobbers who did not adhere to the price structure was denial of "pickup privileges," Mr. Dobey asserted. This enables a jobber who is temporarily

out of certain supplies, or who is not the authorized agent for certain supplies, to obtain these supplies from another jobber at a discount.

Since no jobber handles all lines of equipment or stocks all items, denial of the pickup privilege was a real threat, Mr. Dobey declared.

ADD TO YOUR PRODUCT  
THE REPUTATION OF  
**PENN Controls**  
Write for Catalog  
PENN ELECTRIC SWITCH CO.  
GOSHEN, INDIANA

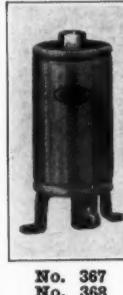
## DOMESTIC HIGH SIDE FLOATS

For domestic installations we offer a REPLACEMENT HIGH SIDE FLOAT. These floats are equal, in every respect, to the floats they replace, and provide a new source of revenue for the independent trade.

## FEATURES

1. May be used with  $SO_2$ ,  $CH_3Cl$  and F-12.
2. Needle is stainless steel, corrosive resistant.
3. Seat is of Amincol, a synthetic compound unaffected by the action of acids, refrigerants or oils.
4. Shell tested to 250 lbs. pressure.
5. Steel float ball, copper hydrogen welded.

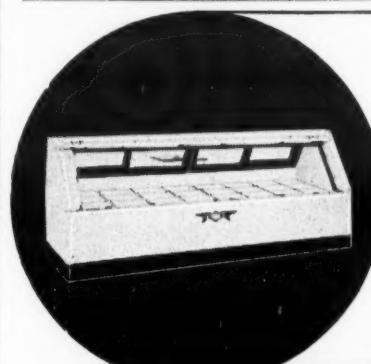
No. 369 and 367 are Standard Compressor types with overall heights of  $8\frac{1}{2}$ " and 11" respectively. No. 369 is for refrigerators with HERMETICALLY sealed compressors.



Send for bulletin No. 30.

## AMERICAN INJECTOR COMPANY

1481 FOURTEENTH AVENUE, DETROIT, MICH.  
Pacific Coast: Van D. Clothier, 1015 E. 16th, Los Angeles, Calif.  
Export: Borg-Warner International Corp., 310 S. Michigan Ave., Chicago, Ill.



## THE PROFIT LINE FOR '40

Refrigerator and Compressor sales go together. SHERER offers a complete line of cases, coolers and boxes to be sold with your compressors.

Write for catalog and franchise details, mentioning territory desired.

**SHERER-GILLETT CO., Marshall, Mich.**  
Manufacturers of Refrigerated Display and Storage Equipment

## REFRIGERATION and AIR CONDITIONING PARTS and EQUIPMENT

TO SERVE YOU MORE QUICKLY . . .  
12 CONVENIENTLY LOCATED WAREHOUSES

## THE HARRY ALTER CO.

1728 S. MICHIGAN AVENUE, CHICAGO, ILLINOIS  
3 CHICAGO BRANCHES, NORTH, WEST, SOUTH

NEW YORK  
BROOKLYN

BRONX

JAMAICA

NEWARK  
DETROIT  
CLEVELAND  
ST. LOUIS

12

WRITE FOR  
CATALOG ON  
YOUR LETTERHEAD

**MILLS**  
COMPRESSORS  
for Commercial Use

Mills Novelty Company • 4100 Fullerton Avenue • Chicago, Illinois

*Says Ranco "We'll All Be There!"*

Don't Miss  
the BIG  
SURPRISE  
PACKAGE!

Booths 106-107—STEVENS HOTEL—Jan. 15-18

Raney — Hoover — Dunlop —  
Meyer — Graff — Hunt — Merkle —  
Vidis — Homeyer — Spielman —  
Dunbar — Goldberg — Boren —  
Slagel — Laird — Cook.

7A 7/15-21

**Steps Up**

G. V. EGAN  
Advanced to treasurer's post  
with Nash-Kelvinator Corp.

**Full Week's Program  
Planned For Wives**

CHICAGO—A full week's entertainment program has been arranged for wives of the members of the trade who will attend the conventions and meetings in Chicago during the week of the All-Industry Refrigeration & Air Conditioning Exhibition as well as the wives of those who are making the trip for the exhibition itself.

The general ladies entertainment committee composed of representatives of four of the national organizations cooperating in this phase of the week's activities has completed its arrangements for the following events:

Monday, Jan. 15—Get-acquainted cocktail and bingo party in the Stevens hotel.

Tuesday, Jan. 16—Visit at the famous Cradle Orphanage at Evanston, with luncheon there and tour through campus of Northwestern University and Chicago's famous Edgewater Beach hotel to be followed by attendance at the All-Industry Banquet, floor show, and dance in the evening.

Wednesday, Jan. 17—Tour of Stevens hotel, luncheon and visit in the afternoon to the Kraft Cheese factory to be followed by the Refrigeration Service Engineering Society's party and dance in the evening.

Thursday, Jan. 18—Tour of Merchandise Mart and National Broadcasting Studios including attendance at its leading matinee broadcasts to be followed by the American Society of Refrigerating Engineers' party and dance in the evening.

The ladies entertainment committee will maintain headquarters in the Stevens hotel to which all visiting ladies are expected to report as soon as convenient after their arrival in Chicago and where full details regarding the program for the week will be supplied to them.

This program is in charge of Mesdames M. W. Knight, David H. Daskal, and R. H. Luscombe, representing Rema; Mesdames Dean Perham, A. B. Stickney, and Thos. C. McKee representing ASRE; Mesdames Mabel McGuire, Irving Alter, and H. W. Blythe representing NRSJA; and Mesdames E. H. White, Willis Stafford, and Paul Kreuger representing RSES.

\* \* \*

Pictured in the next column are committee members. Top row: Mesdames Perham, McKee, Stafford, Blythe, Alter, Kreuger. Bottom row: Mesdames White, Luscombe, Knight, chairlady, Daskal, Stickney, McGuire.

**Jobbers Program Will  
'Stick To Business'**

(Concluded from Page 1, Column 1)  
conomic Importance of the Refrigeration Wholesaler." Discussion of Mr. Allen's talk will be led by H. S. McCloud of Pittsburgh.

New light will be shed on an old subject at the Monday afternoon session when C. W. Dennis of Sioux City, Iowa, talks on "How the Parts Manufacturer Can Help the Jobber." C. E. Borden of Boston will lead the discussion on this talk.

The business session on Tuesday will be held in the morning and will be opened with a talk on "Maintaining Satisfactory Profits" by C. B. Westbrook of San Antonio, Tex. Following this Edwin B. Moran of Chicago is to speak on "Credit and Collections." R. W. Sheperdson of Worcester, Mass., will present a discussion of "Possibilities of Regional Groups." A report of the Manufacturers' Relations committee, presented by Frank Langsenkamp of Indianapolis, will close this session.

The joint jobbers-manufacturers luncheon will be held Tuesday noon.

The convention closes with an association business meeting Wednesday morning at which there will be committee reports, election of directors and officers, and other organization-business. Installation of the new officers will be held Wednesday noon.

**General Electric's Lines and Plans For 1940  
Are Viewed By Distributors At 3-Day Session**

(Concluded from Page 1, Column 5)  
L. Andrews, G-E vice president and executive head of the company's entire appliance operation, and it brought before the guests as dinner speaker at Brooklawn Country club on the first evening Charles E. Wilson, as of Jan. 1 the new president of General Electric, succeeding Gerard Swope. T. K. Quinn, president of Maxon, Inc., advertising agency, was the principal speaker on the second night's dinner program at the Stratfield hotel.

First day's sessions in the air-conditioned auditorium of the new institute building were under the chairmanship of Carl M. Snyder, assistant manager of the appliance and merchandise department in charge of sales. The day was devoted entirely to new product presentations covering clocks, vacuum cleaners, fans, heating devices, home laundry equipment, radio, electric sinks, and kitchen cabinets, ranges, water heaters, and refrigerators.

The program opened with a dramatic prologue and closed with the presentation of the 1940 refrigerator line, high spot of the day's product show.

Second day's program featured the promotional story on the same new lines. Highlights were an announcement of the continuation of the G-E full-line national advertising program, in both magazines and trade journals, and expanded product schedules, both in magazines and newspapers, for the separate products.

Special emphasis will be placed in 1940 on the newer major appliance lines, including the dishwasher, disposal, electric sink, and steel cabinet lines. B. W. Bullock, advertising manager, was chairman of the day.

Third day of the convention was

devoted to policy and special merchandising efforts, under the direction of L. H. Miller, merchandising manager. Presentations included the programs for department store, electric service company, rural electrification, home building, and apartment house markets, with the Home Bureau and General Electric Contracts Corp. contributing.

The proceedings closed with the announcement of a new retail development program designed to weld dealer salesmen throughout the country into an aggressive organization which will take greater advantage than in the past of planned sales training. Details of the new program will be announced shortly.

All meetings of the convention were held in the new institute, which will house all future group activities of the appliance and merchandise department. Large auditorium on the first floor is equipped with projection booths, special lighting and sound controls, modern stage equipment, and a flexible seating arrangement. It is accessible from the main entrance and from the lounge which adjoins it, and in which are displayed electric kitchens and appliance groups.

Second floor of the institute will constitute the home service center upon its completion in a few weeks, enlarging the facilities for appliance demonstrations, cooking schools, and home economics training which were available at Cleveland.

New product lines were displayed to preview visitors in Preview Hall, directly across the street from the institute. In the same building are located the new headquarters of the G-E Home Bureau, which were also open for inspection.

7A 7/15-21

**AIR CONDITIONING & REFRIGERATION NEWS**  
cordially invites  
**ALL SUBSCRIBERS**  
to visit the Second Annual  
**ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXHIBITION**  
STEVENS HOTEL, CHICAGO, JANUARY 15-18, 1940

Upon presentation of this card properly filled out on the reverse side, you will be provided, without charge, an official exhibition badge. Admission to the Exhibition Hall will be limited strictly to members of the trade who have such badges.

**EXHIBITION HOURS DURING WHICH SHOW WILL BE OPEN**

Monday, January 15—10 A.M. to 10 P.M.  
Tuesday, January 16—10 A.M. to 6 P.M.  
Wednesday, January 17—10 A.M. to 10 P.M.  
Thursday, January 18—10 A.M. to 4 P.M.

You are also heartily invited to attend the All-Industry Banquet, Floor Show and Dance, in the Grand Ball Room of the Stevens Hotel, at 6:30 P.M. Tuesday, January 16. Tickets, \$1.00 per person.  
(OVER)

**REGISTRATION CARD**  
To avoid congestion at the Registration Desk please fill out before arrival at the Exhibition Hall.

NAME	POSITION
FIRM	
FIRM ADDRESS	STREET
ADDRESS WHILE HERE	CITY
HOTEL	STATE
ROOM NUMBER	
ORGANIZATION MEMBERSHIPS HELD	
<input type="checkbox"/> American Society of Refrigerating Engineers <input type="checkbox"/> Air Conditioning Dealers Association <input type="checkbox"/> Refrigeration Service Engineers Society <input type="checkbox"/> National Refrigeration Supply Jobbers Ass'n <input type="checkbox"/> Refrigeration Equipment Manufacturers Ass'n	

PLEASE PRINT

For the All-Industry Exhibition which opens Jan. 15 in Chicago, guest registration card. Exhibitors have these cards available. Guests should fill out the card before coming to the registration desk. Readers of REFRIGERATION NEWS may receive these cards upon request.



Members of the general ladies entertainment committee of the All-Industry Show. See column 2 for identification.

# HURRY! HURRY!

... There's still time to Enter



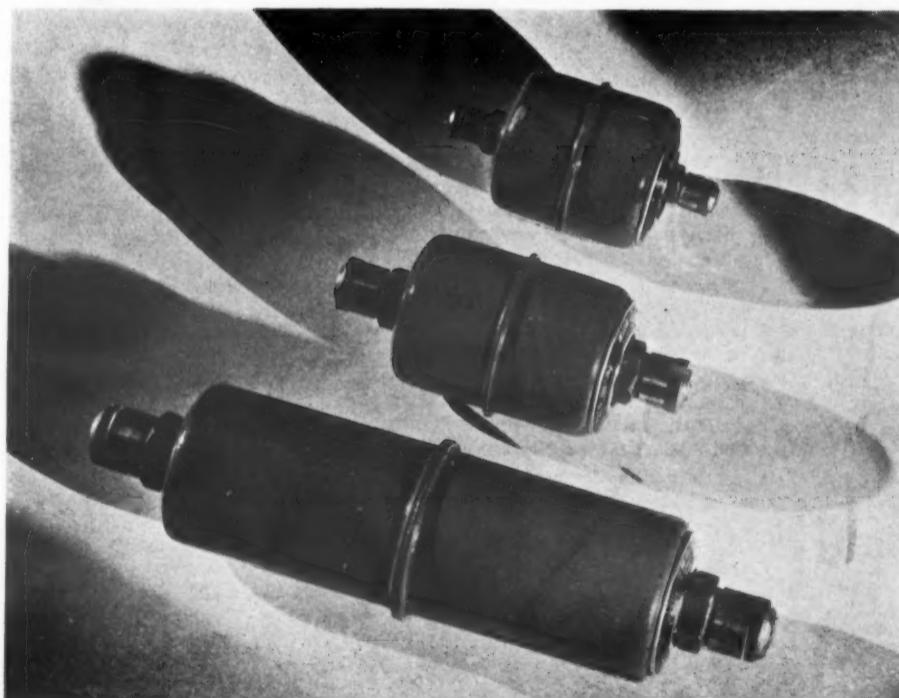
**\$250<sup>00</sup> Name Contest**

(Contest closes Midnight, January 3, 1940)

Perhaps YOUR Entry will win the \$250.00 CASH PRIZE given for the best name for the New A-P PRODUCT illustrated here! It's certainly worth the few minutes' time necessary to fill out the simple Entry Blank.

Nothing to buy... No Sales Slips to turn in... Just call on your Wholesaler and get your copy of the Contest Rules, Entry Blank and complete details on the New A-P PRODUCT to be Named. Contest is open to anyone in the Refrigeration Industry—through their Wholesaler.

\*This NEW  PRODUCT



• Stops all impurities, such as scale, gummy deposits, solder particles, and MOISTURE.

• Improves the action of any Expansion Valve.

• Improves the operation of any Refrigeration System.

• Will last indefinitely, if proper size is used, as it has many times the filtering and absorbing area of any filter.

• Pressure drop or resistance is "Zero" by comparison.

• Leakproof Construction—contains nothing that can ever dissolve, be injurious to, or enter the Refrigeration System.

USE ONE OF THESE NEW A-P PRODUCTS WITH EVERY EXPANSION VALVE AND SOLENOID — AND FORGET YOUR TROUBLES. It's completely DEPENDABLE—like all A-P Products.

ON TO CHICAGO!

For a grand start to a More Prosperous New Year!  
You can't afford to miss the greatest Double-Feature of the Year for all members of the Refrigeration Industry...

• 6th Annual R. S. E. S. Convention

• 2nd Annual All-Industry Exhibit

Stevens Hotel—Chicago

January 15 to 18, 1940

Let's ALL Meet in Chicago for a Profitable Get-Together!

★ Refrigeration Parts Jobbers, Who Recognize Quality, Stock A-P Valves

**AUTOMATIC PRODUCTS COMPANY**  
2450 NORTH THIRTY-SECOND STREET  
MILWAUKEE, WISCONSIN

Export Address—100 Varick Street  
New York, New York, U. S. A.

**DEPENDABLE**

THE BYWORD FOR A-P VALVES